



Vi installs Protective Shields at Telecom outlets in Madhya Pradesh & Chhattisgarh

- The move is a part of Vi's continued efforts to ensure safe and better services to its customers and retailers

Bhopal, July 28, 2021: Over the past year, Vi has introduced multiple novel and simple options for customers to access service requirements through the digital platform. Albeit, retail outlets continue to play a key role in enabling customer interface. In its continued endeavor to improve customer and channel partner experience, Vi has installed protective shields at high walk-in telecom retail outlets in Indore, Bhopal, Jabalpur, Gwalior, Bilaspur, Raipur, Rewa.

Recharge outlets and smartphone retailers having higher footfalls in these cities are now donning these innovative safety shields made of hard MDF board and transparent PVC sheet which are simple, efficient and easy to maintain. The shields prevent direct contact between the retail personnel and customers, even while facilitating customer service efficiently, thereby ensuring adherence to social distancing within the store premises.

Speaking about the new Retailer Shield initiative, **Kavita Nadkarni, Cluster Business Head, Vodafone Idea Limited** said, "As a responsible, service-oriented telecom operator, it has been our constant endeavor to keep customers connected and attended to through their preferred service platforms. Given that telecom retail outlets play a key role in facilitating customer connect and service, we have chosen to prioritize the safety of our retailers and customers in Madhya Pradesh and Chhattisgarh. Vi cares for customers and as a demonstration of our care, we have installed branded protective shields at high walk-in Telecom outlets. These shields have been installed to safely and efficiently deliver services to customers visiting these outlets."

Vi customers who wish to continue availing of services remotely can reach out through the call center, the Vi App, and through the AI-powered bot on Whatsapp, and the Vi Website.

About Vi:

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is India's leading telecom service provider. The Company provides pan India Voice and Data services across 2G, 3G and 4G platform. With the large spectrum portfolio to support the growing demand for data and voice, the company is committed to deliver delightful customer experiences and contribute towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. The Company is developing infrastructure to introduce newer and smarter technologies, making both retail and enterprise customers future ready with innovative offerings, conveniently accessible through an ecosystem of digital channels as well as extensive on-ground presence. The Company is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India.

The company offers products and services to its customers in India under the TM Brand name "Vi".

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