



Vi launches Premium Video On Demand (PVOD) service on Vi Movies & TV App, in association with Hungama

The offering is for both Prepaid & Postpaid Vi customers looking for premium films, and available at very lucrative rates as compared to other digital platforms

Mumbai, 22nd February, 2021: Leading telecom brand, Vi today announced the launch of its Pay Per View service model, clubbed with deals from Hungama Digital Media Entertainment. This is a first-of-its-kind offering by a telco in India's exploding Premium Video On Demand (PVOD) market.

This will enable Vi customers to get access to 380+ movie titles including one of the most talked about film in 2020 by the master film maker Christopher Nolan - "Tenet," in four languages – Hindi, English, Tamil and Telugu.

The PVOD market in India is very premature but promising, as Indian audience continues to be price conscious and choosy. The PVOD models are changing in the new post pandemic era as consumers are looking at alternative options of entertainment in the comfort of their homes.

Vi Movies & TV Pay per view model is a natural extension of our entertainment offerings. The current offerings allow users to watch content at no extra cost as per their recharge or post-paid plans. Pay per view launch is furthering the agenda to empower users to pay for the content that they want to watch, in a language they want to watch.

Commenting on the partnership, Avneesh Khosla, CMO, Vi said, "Vi continues to drive the agenda to partner with top content providers to delight our customers with new propositions and cost effective offerings. With the opening of the economy and entertainment business, new content consumption models are emerging that allow users to watch single content for a specific price. Our innovative and partnership led content strategy has helped us adopt a telco-first approach for content monetisation in this hugely untapped market. We look forward to working with like-minded partners like Hungama Digital, to grow this segment."

Speaking on the partnership, Siddhartha Roy, COO, Hungama Digital Media said, "Through our partnerships with international studios, Hungama Play offers its users the opportunity to watch the latest Hollywood blockbusters within a few weeks of their theatrical release, in a pay per view model. The integration of Hungama Play's transactional service with Vi Movies and TV will allow their users to explore and consume an extensive library of the latest Hollywood titles, giving them access to global entertainment on their phones. We have had a long and fruitful relationship with Vi and are certain that the latest association will expand the scope of on-demand services that can be offered to Vi users."



The partnership between Vi and Hungama is designed with the objective of bolstering growth of digital ecosystem in India, and will allow Vi customers to access premium Hollywood movies. Some of the titles which will be showcased and will be available for Vi customers, as a part of this initiative are - Tenet, Joker, Birds of Prey, SCOOB, Aquaman, to name a few.

Tenet will now be available to Vi customers at an attractive price point of INR 120 along with the best of more 2020 movies, while other movies will be available at INR 60. This is the best pricing in the market for Hungama movies. Users can rent a film title and watch it within a window of 48 Hours from the comfort of their home. They also have the option to Chromecast the film and watch it on a large screen.

About Vi Movies & TV

The Vi Movies & TV app previously known as Vodafone Play, Idea Movies & TV has undergone a name change. It is a one-stop entertainment destination to enjoy live TV Shows, latest movies and original content. It gives access to over 9500+ movies, in 13 different languages, 300+ live TV channels along with a huge catalogue of original web series and International TV Shows across all genres.

About Vodafone Idea Limited

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". For more information, please visit: www.MyVi.in and www.vodafoneidea.com

Ookla® - the global leader in broadband testing and web-based network diagnostic applications, has verified Vi, based on analysis of Speedtest Intelligence® data as the fastest 4G network pan-India in Oct to Dec '20.

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About Hungama Digital Media Entertainment Pvt. Ltd.:

Hungama is a leading digital entertainment company in South Asia. Founded in 1999, Hungama has remained at the forefront of the Internet revolution in India and created exceptional digital experiences by combining entertainment and technology. With the aim to include more consumers under the umbrella of digital entertainment, Hungama has worked towards introducing destinations that make digital content consumption simpler and at the same time, enriching.

Hungama's portfolio covers a wide spectrum of services that have touched over a billion lives in more than 190 countries. These include Hungama Music – one of the most popular music streaming platforms, Hungama Play – the go-to destination for video streaming,



Vodafone Idea Limited (formerly Idea Cellular Limited)
An Aditya Birla Group & Vodafone partnership



Hungama Artist Aloud – a platform for independent artists, Hungama Games – a developer, publisher, distributor and marketer of mobile games and Bollywood Hungama - the world's leading platform for entertainment news. Leveraging its distribution and aggregation strengths, Hungama is also able to work with telecom, DTH, ISP and OEM partners to create unique and engaging entertainment destinations for consumers.

Over the years, Hungama Digital Media has garnered the trust of the investor community and has received investments from Intel Capital, Bessemer Venture Partners, Xiaomi, Rare Enterprises and others.

Headquartered in Mumbai, Hungama also has offices in Delhi NCR, Dubai, Singapore and Dhaka. For more information, please visit www.hungama.org