



Press Release

Mumbai, 10th March, 2021

Vi teams up with Disney+ Hotstar to offer its customers 1-year of LIVE sports & the world's best stories in their language

- ~ Launches new prepaid packs starting INR 401/- and postpaid packs starting INR 499/- with an annual subscription to Disney+ Hotstar VIP ~
- ~ Enables customers with unlimited LIVE sporting action, latest blockbuster Bollywood movies, exclusive Hotstar Specials and much more ~

India's leading telecom brand, Vi collaborates with Disney+ Hotstar, one of India's leading video streaming platforms to bring high quality entertainment and a year full of Cricket to Vi customers. This coming-together aims to bring the best of video content to Indians across the two most popular genres of Entertainment and Cricket.

With the new packs, Vi customers will now be able to watch everything that Disney+ Hotstar VIP has to offer – right from 12 months of non-stop cricketing action to the latest blockbuster movies in Hindi & Tamil (**Ajay Devgan's Bhuj: The Pride of India, Abhishek Bachchan's The Big Bull, Arya's Teddy**), the best of global movies and shows dubbed in Hindi, Tamil & Telugu, including Marvel's Super Hero movies & shows (**The Falcon And The Winter Soldier, Avengers: Endgame, Iron Man 3**), latest animation movies (**The Lion King, Frozen 2**), popular kids shows (**Doraemon, Shinchon**), and exclusive Hotstar Specials (**Live Telecast, OK Computer, Special Ops 1.5, Aarya Season 2, Criminal Justice: Behind Closed Doors**), LIVE-sporting action and much more!

Commenting on the partnership with Disney+ Hotstar, Avneesh Khosla, CMO, Vi said "Cricket is a religion in India - The mass appeal and the sheer passion it evokes amongst fans is unparalleled. In line with our partnership driven content strategy, I am now delighted to announce our association with Disney+ Hotstar that gives our customers access to all the cricketing action all through the year, along with the best of entertainment that Disney+ Hotstar offers through Hotstar Specials, Hotstar Multiplex, and all global movies & shows. With this initiative, we want to provide all Vi consumers the opportunity to watch the best of cricketing action live on Vi Giganet - India's fastest 4G network."

Prabh Simran Singh, EVP, Disney+ Hotstar said, "Our philosophy is to bring World's best entertainment to every Indian, and we are delighted to collaborate with Vi to make Disney+ Hotstar VIP accessible to their users across the country. With the packed calendar of exciting cricket action this year - combined with the high-quality impactful stories Disney+ Hotstar offers - we are delighted to entertain Vi's large customer base of Indians throughout the year. This is yet another step for Disney+ Hotstar in our journey to create & lead the video subscriptions category in the country."

For Vi Prepaid users: Vi is launching 3 new unlimited recharge plans + 1 data only plan that will offer the 1-year Disney+ Hotstar VIP subscription as a bundled benefit. All new and existing customers will be able to avail of the offer with these recharges, starting 10th March'21.



Rs. 401; Validity- 28 days	Rs. 601; Validity- 56 days	Rs. 801; Validity- 84 days	Rs. 501, validity – 56 days
Offering: <ul style="list-style-type: none"> 1 year Disney+ Hotstar VIP subscription 100 GB 4G Data (3GB/Day + 16 GB extra) Unlimited Calls 	Offering: <ul style="list-style-type: none"> 1 year Disney+ Hotstar VIP subscription 200 GB 4G Data (3GB/Day + 32 GB extra) Unlimited Calls 	Offering: <ul style="list-style-type: none"> 1 year Disney+ Hotstar VIP subscription 300 GB 4G Data (3GB/Day + 48 GB extra) Unlimited Calls 	Offering: <ul style="list-style-type: none"> 1 year Disney+ Hotstar VIP subscription 75GB 4G data

For Vi Postpaid Users: Very attractive offers on plans with rentals of 499 and above giving 1-year **Disney+ Hotstar VIP** subscription on existing plans along with all the other benefits. **Vi** customers on other plans can switch to any of these plans and avail of the offer.

Post Paid Offering	Entertainment+ 499	Entertainment+ 699	REDX
Unlimited Voice	YES	YES	YES
Data	75 GB	Unlimited	Unlimited
Data Roll-over	200GB	-	-
Disney+ Hotstar VIP	YES	YES	YES
Amazon Prime	YES	YES	YES
Vi Movies & TV – VIP access	YES	YES	YES
Netflix	-	-	YES
Airport Lounge access (3 domestic & 1 international/year)	-	-	YES
International roaming pack for 7 days- worth Rs. 2999/year	-	-	YES

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".

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.

For more information, please visit: www.MyVi.in and www.vodafoneidea.com | Twitter - @Vodaldea_NEWS

About Disney+ Hotstar



Disney+ Hotstar (erstwhile Hotstar) is one of India's leading premium streaming platform that has changed the way Indians watch their entertainment - from their favourite TV shows and movies to sporting extravaganzas. With the widest range of content in India, Disney+ Hotstar offers more than 100,000 hours of TV Shows and Movies in 8 languages, regional and national News, and coverage of every major global sporting event, including the IPL. Disney+ Hotstar Premium has a large selection of Disney+ Originals, latest American shows, blockbuster Hollywood movies and award-winning content from International studios; whereas with Disney+ Hotstar VIP, users get access to Disney content in local languages, exclusive new content from the Hotstar Specials label, access to STAR network serials before television, and the latest and best of live sporting action. In its earlier avatar, the Hotstar mobile app has notched 400 Mn+ downloads, making it one of the most in-demand apps in India and also secured top spots on the Google Play Store as well as the Apple App Store. The app's success reflects its highly evolved video streaming technology as well as the quality of experience across devices and platforms.

For further information, please contact

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