



Now Vi users can binge on the net all night, at no extra cost, on Vi Unlimited

- **Vi prepaid users can enjoy all the data they want between 12:00 am to 6:00 am on Vi Unlimited, over and above Weekend Data Rollover benefits**
- **Applicable on Unlimited Daily Data Recharges of Rs. 249 & above**

Mumbai, February 16th, 2021: Night binging on the Internet and OTT is on the rise, especially as people exercise flexible and remote working and spend more time consuming content. To cater to this demand, **Vi has announced Unlimited high speed Night-time Data - without any restrictions, at no extra cost, for its prepaid customers from 12:00 am to 6:00 am on all Vi Unlimited Recharges of INR 249 and above.**

With mobile internet becoming the oxygen for people in the pandemic disrupted world, bonus unlimited high-speed night-time data will enable **Vi** customers to get a lot more out of life and their time. **Vi** prepaid customers can now unwind after a long day with unlimited infotainment, connect with loved ones over long video calls or schedule downloads without worrying about exhausting their daily data quota.

Vi customers also enjoy Weekend Data Rollover benefits on all existing Unlimited daily data quota packs of INR 249 and above, allowing users to not only enjoy late night binging on the net, but also carry forward their un-utilized data from the daily quota during the week and use it during the weekend.

Consumption patterns of consumer segments such as the Youth, indicate higher data consumption during night. With this industry-first proposition, offering dual benefit of Unlimited high speed Night-time Data and Weekend Data Rollover, **Vi** aims to provide more value to its Unlimited users. The new initiative is also aimed at increasing stickiness to the network and attracting new users to our network.

The Unlimited high speed Night-time Data can be used by **Vi** customers to browse and download a variety of content from various OTT



applications, as well as **Vi** Movies and TV App - a one-stop entertainment destination to enjoy live TV Shows, latest movies and original content. Downloaded by more than 10 Million+ Vi subscribers it gives access to over 9500+ movies, in 13 different languages, 400+ live TV channels along with a huge catalogue of original web series and International TV Shows across all genres.

As per a recent report by Ookla, Vi GIGAnet was the fastest 4G network pan-India in Oct to Dec '20.

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".

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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