

Press Release

Lucknow, May 09, 2021

On the occasion of Mother's Day, Vodafone Idea Foundation Brings Empowerment to Women through Menstrual Hygiene Awareness in Lucknow

- Distributes menstrual hygiene products for girl schools, colleges, anganwadi centres, women prisons etc.
- Hon'ble Smt. Anandiben Patel Governor, Uttar Pradesh and Madhya Pradesh, acknowledged this initiative.

Hon'ble Smt. Anandiben Patel, Governor, Uttar Pradesh and Madhya Pradesh, today, received menstrual hygiene machines in Lucknow to promote women empowerment under Vodafone Idea Foundation's initiative. Along with the Hon'ble Governor, **Mr. P. Balaji, Director, Vodafone Idea Foundation, and Chief Regulatory and Corporate Affairs Officer, Vodafone Idea Ltd.** was also part of the virtual event.

To commemorate the occasion of Mother's Day and its focus on women empowerment, Vodafone Idea Foundation deployed sanitary pad dispensing and disposal machines in girls' schools, colleges, anganwadi centers, women prisons etc. With this, the Company encourages proper menstrual hygiene management facilities such as availability of sanitary napkins and spread awareness about the benefits of adopting hygienic practices within women group.

Governor Smt. Anandiben Patel said "I would like to congratulate the Vodafone Idea Foundation and the team for this initiative. I am pleased to see that organizations are now focusing on women empowerment and spreading awareness on menstrual hygiene products by making it accessible to women and girls in school, colleges, anganwadi centres and women prisons. As a woman I understand that awareness of menstrual hygiene is an important aspect for the society at large."

Talking at the event, **Mr. P Balaji, Director, Vodafone Idea Foundation and Chief Regulatory and Corporate Affairs Officer, Vodafone Idea Ltd.** spoke about VI's commitment towards the betterment of the society through the use of technology, and how this initiative would empower women to live with dignity and confidence.

Mr. P. Balaji said, "Vodafone Idea is committed to leveraging our technology strengths to create social impact through sustainable solutions. We strongly believe that when you educate, empower or support a woman in any ecosystem, you impact her entire family, her immediate ecosystem in the community, which in turn brings in a strong multiplier effect on the overall social and economic development of the entire country. Even as we announce this initiative today to enhance



health and hygiene for women in Uttar Pradesh, Vi is working at multiple levels with the Indian Government and other partners, to make a difference to the lives of Indians especially women.”

In Uttar Pradesh, Vodafone Idea Foundation runs several programs that focus on education, financial literacy, and women empowerment etc. which positively impact thousands of beneficiaries.

About Vodafone Idea Foundation:

Vodafone Idea Foundation believes that our mobile communications technologies can address some of the most pressing humanitarian challenges and our responsibility is to utilize our innovative mobile technology in mobilizing social change and improving people’s lives.

The Foundation focusses on addressing challenges relating to agriculture, education, health, equality and access. We are committed to enable people and technology to drive innovation, disseminate knowledge, and create shared value to improve lives. We work in partnership with key charities, development agencies and the community to drive social change on a large scale in India.

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”.

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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