



Vi customers can experience Live Darshan of Lord Jagannath Rath Yatra, Puri

Vi is offering this convenience of watching the Rath Yatra Live, on the go, from anywhere, on Vi Movies & TV in partnership with ShemarooMe

Bhubaneswar, July 10, 2021: The annual Rath Yatra festival of Lord Jagannath at Puri, is just around the corner. One of India's most anticipated cultural and religious events draws great fervor and public participation. However, due to restrictions posed by the ongoing Covid pandemic devotees will not be able to physically participate in this year's chariot pulling ceremony. To ensure that customers do not miss out on the divine spectacle of Lord Jagannath, Balabhadra and Subhadra traversing their annual journey to the Gundicha temple followed by their return journey a week later, India's leading telecom services provider Vi has arranged for Live streaming of the actual Rath Yatra from Puri. Vi customers will be able to view and experience the proceedings of the Puri Rath Yatra Live on the Vi Movies & TV App as well as through <https://vimoviesandtv.in/>, in partnership with ShemarooMe.

Extending his Rath Yatra greetings to all Vi customers, **Shivan Bhargava, Cluster Business Head- East, Vodafone Idea**, said "The Lord Jagannath Rath Yatra, Puri is a much revered and viewed event across India. As one more thoughtful initiative to enable our customers to get more and do more on their 4G network, I am happy to invite devotees of Lord Jagannath to virtually experience and participate in the proceedings of this grand event on the go, from anywhere, through the Vi Movies & TV App, as well as the official website. This is an exclusive initiative for Vi customers. Stay safe and connected on Giganet by Vi."

The Lord Jagannath Rath Yatra 2021 will commence at 8.00 am on 12th July 2021 and culminate at 5.30 pm on the same day. Vi customers will also be able to watch other ceremonies that are part of the Rath Yatra, like the Bahuda, Sunabesa and Niladri Bije. The appended grid includes details of the programme with dates and timing. Watch these rituals live exclusively on the Vi Movies & TV app as well as <https://vimoviesandtv.in/>.

Event	Date	Live Timing
Gundicha Yatra	12-Jul-21	08:00 hrs - 17:30 hrs

Bahuda Yatra	20-Jul-21	15:00 hrs - 19:00 hrs
Sunabesa	21-Jul-21	17:00 hrs - 20:00 hrs
Niladri Bije	23-Jul-21	15:30 hrs - 21:00 hrs

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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