

UTTARAYAN BONANZA FOR VODAFONE IDEA CUSTOMERS IN GUJARAT

- **Vodafone Idea Limited launches 2 exciting online Kite flying games for customers to enjoy through the Digital platform**
- **Customers to get free kites on every transaction at Vodafone Idea stores**
- **Free Manjha on every Recharge in Ahmedabad, Baroda, Surat, Rajkot, Bhavnagar & Mehsana**

Ahmedabad, 13th, January 2020: With the onset of Gujarat's most popular Uttarayan festival, Vodafone Idea customers in the state can look forward to exciting opportunities to enhance the festive spirit and mood. The leading mobile operator has launched a range of unique offerings both on Digital platform and On-ground, to enable its customers to celebrate the joyous occasion.

For Digital enthusiasts, Vodafone Idea has designed two **thrilling Kite-flying Games** that its customers can play on Facebook. Replicating the experience of real-life Kite flying, Vodafone Gamers will get to soar their kites high, and in the other game Idea users will get delighted through cutting the Kites. Vodafone and Idea gamers can become the envy of their Group by sharing their scores on social media. Gamers can also invite their family and friends who are Vodafone or Idea customers, to play the Digital Kite Game and beat their score.

During the festive occasion, Vodafone Idea customers who upgrade from prepaid to postpaid at any brand retail outlet and postpaid customers upgrading to Vodafone RED X or Idea Nirvana plan, will get complimentary kites on each such transaction. This offer is available at all **Vodafone and Idea Stores** across Gujarat.

In addition, Vodafone Idea prepaid customers undertaking Unlimited recharge will be eligible for Free manjha. Eg. a customer recharging for 28 days (~ 1 month) or 84 days (~3 months) will get to fill up his/her firki with as much Manjha as he/she can unreel in 1 or 3 minutes, respectively, at one key mall in each city namely **Ahmedabad** - Central Mall, Ambawadi; **Baroda** - Central Square, Genda Circle; **Surat** - RahulRaj Mall, Dummas Road; **Rajkot** - Crystal Mall, Kalawad Road; **Bhavnagar** - Himalya Mall, Vidhyanagar; **Mehsana** - Osia Supermarket, Bypass Rd.

Extending his Uttarayan greetings to all residents of Gujarat, **Abhijit Kishore, Business Head - Gujarat, Vodafone Idea Limited** said, *"Be it Rath Yatra, Ambaji or Uttarayan - as Gujarat's largest telecom network - Vodafone Idea has always come up with innovative ways to celebrate each occasion with our valued customers using the digital platform. Kite flying and Uttarayan are synonymous with each other and our unique online game is designed to thrill customers in the same manner as flying a Kite in real life. I hope all Vodafone Idea customers will get to enliven their celebrations by participating in the fun activities and be rewarded for all upgrades and recharges."*

With this latest initiative, VIL continues its leadership in Gujarat through Digital interventions. During the last Rath yatra, the company had enabled its customers to view the Deity's procession Live using VR technology on My Idea and My Vodafone apps. Vodafone Idea customers also got to do Live Darshan of Ambaji on both the My Vodafone & My Idea the apps.



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.

For more information, please visit: www.vodafoneidea.com