

## VODAFONE IDEA LAUNCHES TurboNet 4G IN INTEGRATED MARKETS

- ***TurboNet 4G builds on the combined strength of the integrated network resulting in better experience – increased 4G coverage, more capacity, turbo speed, lower latency***

**Mumbai, 22<sup>nd</sup> August, 2019:** Vodafone Idea Ltd., India's leading telecommunication service provider, today announced the launch of **TurboNet 4G** in select cities of UP West and Rest of Bengal markets where it has successfully integrated the network.

The launch of **TurboNet 4G** follows the successful consolidation of its radio network integration and the deployment of new age technologies such as Dynamic Spectrum Re-farming (DSR), Spectrum Re-farming, M-MIMO, L900, TDD and Small Cells to further boost network capacity and coverage across large parts of the country.

According to **Vishant Vora, Chief Technology Officer, Vodafone Idea Ltd.**, "With the integration of two strong networks in many markets, Vodafone Idea is becoming a higher powered, super charged 4G network on the back of larger number of sites, deployment of future fit technologies and greater spectrum allocation. TurboNet truly defines the reinvented 4G network which promises to deliver wider coverage, increased capacity, turbo speeds and superior customer experience. Our unified network is being presented to customers of both brands under a single brand proposition – TurboNet 4G – in all the integrated markets in India. So whether you are a Vodafone or Idea customer, your network is now bigger, stronger and better."

Vodafone Idea's **TurboNet 4G** will soon be rolled out across the country over the next few months, in a phased manner.

### **TurboNet 4G Advantage**

- **Turbo network:** state of the art 4G LTE network with dual spectrum power offering higher capacity and coverage
- **Enhanced network capabilities:** deployment of new age, 5G ready technologies including Dynamic Spectrum Re-farming (DSR), Spectrum Re-farming, M-MIMO and Small Cells
- **High Speed downloads/uploads:** a fast and seamless mobile internet experience with minimal latency; Ookla verified
- **Enhanced experience:** high definition streaming of music, videos, chats, mobile gaming and two-way video calling with faster response time
- **Rich content:** enjoy Live TV, News, HD movies on-demand, videos and music across genres with Vodafone Play/Idea Movies and TV app

Since the merger, Vodafone Idea's 4G coverage has increased to cover 830 million population of India. 4G coverage has been expanded to cover 340 million additional population for Brand Vodafone and 230 million for Brand Idea.

Vodafone Idea's network integration exercise is continuing at a rapid pace with 72% of districts in India already consolidated. 4G speeds have improved by more than 50% in consolidated circles as the company continues to move at a rapid pace on a cluster-by-cluster approach in the remaining circles.

To integrate and optimize the network across markets, seamlessly, war rooms have been set-up at national and circle levels to monitor and manage network performance on a real time basis led by a 24/7 functioning world-class SNOC in Pune.

As per Ookla, the global leader in broadband testing and web-based network diagnostic applications, Vodafone and Idea brands are delivering fastest upload and download 4G speeds in many of the integrated markets. More details on [www.vodafoneidea.com](http://www.vodafoneidea.com)

With the turbo speeds being offered on both the brands, customers can enjoy live TV shows, latest movies and a variety of original content on **Vodafone Play and Idea Movies and TV App**. Vodafone Idea has partnered with leading content creators and aggregators like Eros, Sony, Zee5, Hungama Play, T-Series, SunNXT, ShemarooMe, Hoichoi, TV Today, Discovery and many others that provides an array of free premium content to subscribers to enjoy on TurboNet 4G. Additionally, the company has tie ups with leading content providers like Amazon Prime and Netflix for its premium customers.

### **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](http://www.vodafoneidea.com)

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