



## Press Note

Mumbai, 24<sup>th</sup> March, 2021

### Vi Dials Up Campaign on Social Media through its '**#SpeedSeBadho Tongue Twister Challenge**'

- The **#SpeedSeBadho Tongue Twister Challenge** on Instagram & Facebook highlights the fastest 4G speed by Vi™ powered GIGAnet

Tongue Twisters are associated with speed and were always an integral part of our childhood memories. Riding on this nostalgia, Vi, the leading telecom service provider in India, has launched the **#SpeedSeBadho Tongue Twister Challenge** on Instagram and Facebook.

To demonstrate the fastest speed on GIGAnet, Vi launched a special Instagram and Facebook filter **#SpeedSeBadho** where the users are being given a challenge to match it up with the speed of GIGAnet as they rhyme the tongue twisters shown in the filter.

As part of the campaign, Vi has partnered with Facebook, kinnect and renowned influencers across the country such as popular comics Kenny Sebastian, Prapti Elizabeth, along with actor Maera Mishra, Himanshi Khurrana of Bigg Boss Fame, composer- singer Vasuki Vaibhav etc. to try the filter and challenge others to participate

#### Check out the challenge here:

- Facebook: <http://bit.ly/3vjcyXe>
- Instagram: <http://bit.ly/3cpa7tt>

The challenge adds a fun and quirky element to the campaign reiterating Vi's core proposition of helping customers thrive in a digital society and reinforces the superior connectivity offered by GIGAnet. It takes cue from the tongue twisters used in the TVCs like 'Kachha Papad Pakka Papad', 'She Sells Sea Shells' etc. showcasing how Vi enables customers from different walks of life to excel and thrive with India's fastest 4G- GIGAnet from Vi.

#### Here are the links to the TVCs:

Tongue Twister	Story Matters	Link to the TVC
Khadak Singh	Woman employee excels in her work with GIGAnet - India's fastest 4G	<a href="http://bit.ly/KharaKSingh">http://bit.ly/KharaKSingh</a>
She sells, sea shells	A lady finds a way to prosper in her business endeavor of selling sea shell jewellery thanks to GIGAnet - India's fastest 4G	<a href="http://bit.ly/SheSellsSeaShell">http://bit.ly/SheSellsSeaShell</a>
Kachha Papad,	A granddaughter helps her grand mom to	<a href="http://bit.ly/Kacch">http://bit.ly/Kacch</a>



Pakka Papad	capitalize on an opportunity and to become an entrepreneur with the help of GIGAnet - India's fastest 4G	<a href="#">aPapad</a>
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The aim of the challenge is to illustrate Vi's continued commitment towards helping its customers flourish by providing consistent and the fastest 4G for a brighter tomorrow.

**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".

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.

For more information, please visit: [www.MyVi.in](http://www.MyVi.in) and [www.vodafoneidea.com](http://www.vodafoneidea.com) | Twitter - @VodaIdea\_NEWS

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