

## **VODAFONE IDEA SAKHI EMPOWERS WOMEN TO MANAGE THEIR SECURITY THROUGH THEIR MOBILE PHONE**

- **Vodafone Idea Sakhi users can undertake mobile recharge privately, resort to emergency calling, send an Emergency Alert with their location to up to 10 mobile phones**

**Karnal, March 3, 2020:** Recent times have seen a spike in national concerns and debates on issues pertaining to women's safety and security. Amid this scenario, Vodafone Idea offers a simple, affordable and easy to use service for women to remain in control of their own security, through the mobile phone.

Sakhi is a first-of-its kind mobile based safety service exclusively for Vodafone and Idea women (post-paid and pre-paid) customers. Vodafone Idea Sakhi is a unique safety service for women which provides features including Private Number Recharge, Emergency Alerts, Emergency Balance, through the mobile phone. Vodafone Idea Sakhi can be used on smartphones and feature-phones and the safety features can be accessed even when there is no balance or mobile internet, thus ensuring that the service is accessible to women at all times."

According to **Sanjeev Govil, Business Head – Haryana, Vodafone Idea Ltd,** "Fewer women in Haryana have mobile connections as compared to men. Further, most women have access to only feature-phones and basic mobile phones. Vodafone Idea sees this large gap in mobile access and usage as a need to connect with and empower more women to ensure their personal safety and security through their mobile phone. Women's safety remains a burning issue in our country. Vodafone Idea Sakhi, seeks to drive inclusion and address real societal problems. This unique, free of cost service makes it convenient for women to step out fearlessly and fulfil their aspirations. For Vodafone Idea Sakhi users, their safety and privacy is within their control...Everyday is Women's Day."

### ***Vodafone Sakhi***

**Emergency Alerts** – In case of emergency and unwanted situations, location alerts can be sent to 10 pre-registered contacts

**Emergency Balance** – Offers 10 free minutes to call during emergencies, even with zero talk time balance in phone

**Private Number Recharge** – Provides a security pin instead of customer number to ensure privacy of mobile number during recharge at retail outlets.

### **Become a Vodafone Sakhi**

- Dial 1800123100 (toll-free) to activate free of cost service
- Update ICE contact numbers- upto 10 numbers

To activate 'Sakhi' Vodafone and Idea customers can emergency alert dial 1800123100 (toll-free) and update their ICE (In Case of Emergency) Contact numbers. When faced with a challenging situation, Sakhi users can dial 12100 toll free to send emergency alerts to the ICE contacts.

### **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)