

VODAFONE IDEA LAUNCHES WebBuddy TO ENABLE SMALL BUSINESSES TO GO ONLINE

- A complete suite of online presence tools for small & medium businesses
- Take your business online in 3 easy steps
- Choose the domain or map your existing domain, select the template, populate the content and simply publish the website

National, Oct 16, 2019 – Vodafone Idea Business Services (VIBS), the enterprise arm of Vodafone Idea Limited today launched **WebBuddy** – a complete suite of online presence tools that can power Small Businesses. WebBuddy is a Do-it-Yourself (DIY) website builder, which enables small businesses to set up their professional responsive websites, get advanced business email, or start selling products through an integrated e-commerce solution.

Vodafone WebBuddy allows businesses to set up their online presence in 3 simple steps, **choosing the domain, customising the content into the available templates (content Management System) and publishing the website.**

WebBuddy's easy to use Content Management System (CMS) includes 100+ customizable templates by industry, eliminating the need for any kind of coding allowing Small Businesses to DIY and customize to their needs.

Additionally, WebBuddy also offers search engine optimization support, custom domains, business emails, social integration, and email marketing tools among others. WebBuddy has been developed in alliance with Hostopia, a white-label platform for suite of small business solutions.

SET-UP YOUR WEBSITE IN UNDER 30 MINUTES IN 3 EASY STEPS

1. Choose the domain or map your existing domain
2. Select the template, populate the content and
3. Simply publish the website

Features:

- DIY Website builder, No coding skills required,
- Build Responsive Website
- Custom Domains
- SEO Support
- Choose from over 100+ Professional Templates
- Get a professional business Email mapped to your domain (10 email IDs with 2 GB of inbox each), Calendar, Contacts, Social Integration

Speaking on the launch, **Anil Philip, SVP-Products, Solutions and Partnerships, Vodafone Idea Limited** said, "Digital India provides tremendous opportunities for small businesses, MSMEs, however, many of them still shy away from taking their business online because of the perceived technology and cost challenges. With WebBuddy we are making it easy, simple and cost effective for small businesses to grow their online exposure and enable their business."

Sharing his views **Jorge Carvalho, General Manager, Hostopia**, said, "We have a longstanding relationship with Vodafone Idea and look forward to supporting them in this journey to provide innovative solutions that can transform its business service offerings to small business customers. Through this collaboration, Vodafone Idea will be in a position to start servicing the needs of these businesses by providing all of the critical tools that they require to help develop



a brand, easily get their business online, start selling, and increase their online exposure so that they get in front of the right customers.”

WebBuddy will help small business get a professional edge with email IDs mapped to its domain, email marketing tools and even selling online with our e-commerce integration solutions. Through WebBuddy, Vodafone Idea aims to be the partner of choice in the digitization journey of Small Businesses.

For more information, please visit: <https://www.cloud.vodafone.in>

About Vodafone Idea Limited (formerly Idea Cellular 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

About Deluxe Corporation

Deluxe is a Trusted, Tech-Enabled Solutions Company™, serving enterprises, small businesses and financial institutions, offering a range of solutions to help customers manage and grow their businesses. Approximately 4.8 million small business customers access Deluxe’s wide range of products and services, including incorporation services, logo design, website development and hosting, email marketing, social media, search engine optimization, payroll services along with customized checks and forms. For our approximately 4,600 financial institution customers, Deluxe offers industry-leading programs in data analytics, customer acquisition and treasury management solutions, including fraud prevention and profitability as well as checks. Deluxe is also a leading provider of checks and accessories sold directly to consumers. For more information, visit us at <https://www.deluxe.com>, www.facebook.com/deluxecorp or www.twitter.com/deluxecorp.

About Hostopia

Hostopia is a leading provider of private label web services and business communication tools that allow service providers to differentiate their core product offerings, drive incremental revenue and build customer retention. Hostopia powers over 350 global **telecoms and service** providers in delivering services under their own brands across 30 countries. Hostopia is a Deluxe Corporation company (NYSE: DLX). For more information, visit www.hostopia.com.

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