



**Press Release:**  
**Mumbai, 26th August 2021**

## **Vi Integrates ‘Vi Movies & TV’ in ‘Vi App’**

- *Now Stream Your favorite Content on Vi App*

Vi, India’s leading telecom operator, today announced a significant capacity addition by integrating ‘Vi Movies & TV App’ into the ‘Vi App’, which now allows customers to stream their favorite content seamlessly. Offering a simplified and new user experience, **Vi App will now double up as an OTT app** offering a rich repertoire of content, in addition to the wide range of products & services available.

Vi subscribers can now access robust content on Vi App from:

- 450+ Live TV channels including the likes of Zee TV, Zee Cinema, Colors HD, Colors Infinity, Discovery, MTV, History TV, SunTV, Zee Bangla, Animal Planet, Nick & many more
- Live News on channels like Aaj Tak, India TV, CNBC Awaaz, Republic TV, ABP News, NDTV 24x7, CNN News & many more
- Premium content from OTT apps like Voot Select, Discovery, Lionsgate Play, SunNxt and Shemaroo Me

The integrated experience is now live for Android users and will soon be available for iOS users. You can download the App via: [https://myvi.in/VI\\_MTV](https://myvi.in/VI_MTV)

### **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 4G, 3G and 2G 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.MyVi.in](http://www.MyVi.in) and [www.vodafoneidea.com](http://www.vodafoneidea.com) | Twitter - @Vodaldea\_NEWS

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