



vodafone
idea

Press Release

Kolkata, 7th October 2021

Vi celebrates Durga Puja with “Be A Pujo Champion” campaign Encourages users to champion the puja moments with Stronger Vi GIGAnet network

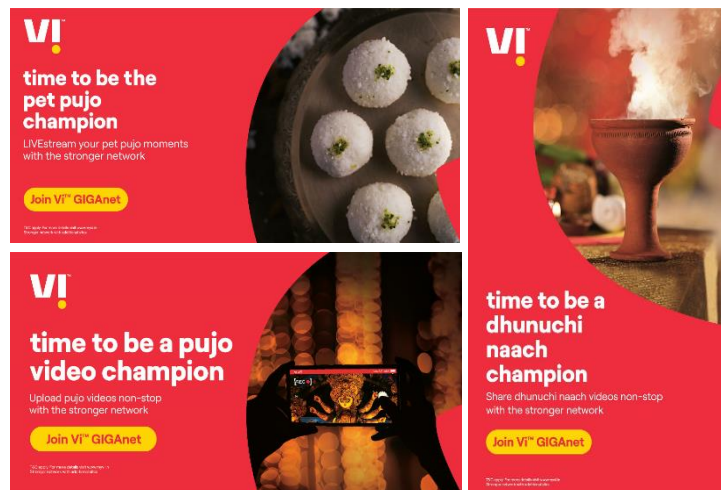
Vi, one of India’s leading telecom operators today announced their Durga Puja campaign- Be a **Pujo Champion” bringing many moods of the festivity together.**

Pandal hopping, gorging on foods, *Dhunuchi Naach* (dance with the incense burner) are some of the inseparable moments associated with Durga Puja. In today’s digital, social media savvy world, everyone likes to capture the essence of these moments and share it with the world through a video. **The Vi Pujo Champion rides on that sentiment and encourages to share their Pujo moments with the world on the Stronger Vi GIGAnet network.**

With the campaign which plays heavy on OOH and Digital, under the theme “Be a Pujo Champion”, Vi celebrates three key aspects:

Pet Pujo Champion:

- Food is an intimate aspect of the festival. Be it the Bhog with Alu Dum or with Hilsa Fish, the Prasad, or queueing up in front of a restaurant, **Vi encourages the users to become a “Pet Pujo Champion” by LIVE Streaming such moments with Stronger Vi GIGAnet network.**



Dhunuchi Naach Champion:

- Dhunuchi Naach (Dance with the incense burner) is one of the most popular affairs of Durga Puja where men and women irrespective of dancing expertise, show off their skills with the Dhunuchi in the rhythmic beats of Dhak. **And Vi urges the users to show case this unique dance style to the world with Stronger Vi GIGAnet network and become a “Dhunuchi Naach Champion”.**

Pujo Video Champion:

- Videos of Pujo is a great way to reflect on the joyous moments. Be it chanting of shlokas clubbed with the incense smoke, or pandal hopping, these make for great frames related to Durga Puja. **Vi users can champion these videos and share it on their social media platforms with Stronger Vi GIGAnet network and become the “Pujo Video Champion”.**

Kicking off the campaign with OOH, Vi has installed banners, hoarding across Bengal urging people to become Vi Pujo Champion with Stronger Vi GIGAnet network. On the Digital front, Social Media and Vi’s own digital assets will play a pivotal role in amplifying the reach.

During the Puja days, Vi will also run ‘**Pujor Shera Abashon**’ (best housing complex) competition In which about 50 residential complexes will take part. The top three will be entitled to win Cash Prize and will be felicitated by a celebrity.

Talking about the initiative Mr. Shivan Bhargava, Cluster Business Head - East, Vi expressed, “Vi wishes all its users a very Happy Sharod Utsav. Durga Puja is just not just a festival for Bengal, it’s a sentiment. During the times of social distancing, it is our humble initiative to connect friends and family digitally



so that they can share their Puja experiences with their near and dear ones, who are unable to meet in person, to enjoy the festival in its true spirit.”

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”.

For more information, please visit: www.MyVi.in and www.vodafoneidea.com | Twitter - @Vodaldea_NEWS