

## Press Note

National, September 25, 2018

### VODAFONE IDEA PARTNERS PAYTM TO DELIGHT ITS PREPAID CUSTOMERS

**Customers using Vodafone and Idea branded prepaid services to enjoy cashback up to Rs. 25 and get exciting vouchers worth Rs. 375**

**Vodafone Idea Limited**, the largest telecom service provider in India, today announced a partnership with Paytm, India's largest digital payments company, to offer a unique proposition to its prepaid customers. This partnership offers Vodafone and Idea customers exclusive cashback offers and exciting vouchers on recharging through Paytm.

Vodafone and Idea prepaid customers who transact for the first time on Paytm, can avail an assured cashback of Rs. 25 on a minimum recharge of Rs. 149 done through Paytm while existing Paytm users can enjoy cashback of Rs. 20. Additionally, customers will get vouchers worth Rs. 375 from Paytm which can be used to buy movie tickets and to shop on Paytm Mall.

Vodafone Idea Limited is committed to create a truly 'Digital India' by enabling millions of citizens to connect, join the digital revolution and build a better tomorrow. It will accelerate India's progression towards a digital economy with a portfolio of quality products and services on offer under both its popular and loved brands - Vodafone and Idea.

#### **About Vodafone Idea Limited**

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is India's leading telecom service provider with over 408 million customers and revenue market share of 32.2% (Q1FY19). With a large spectrum portfolio and number of broadband carriers to support the growing demand for data and voice, the company is committed to deliver delightful experiences to customers and contribute towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. It is developing world-class 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. Vodafone Idea Limited continues to remain listed on the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE). For more information, please visit: [www.vodafoneidea.com](http://www.vodafoneidea.com)

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