



## Vi Partners with 'Hungama Music' to Offer Premium Music Streaming Service

- **Offers 6 months premium subscription of Hungama Music at no extra cost with ad-free experience, unlimited downloads, endless playlists, podcasts, music videos, to all Vi users on Vi App**
- **To bring 52 live events in a year across genres**
- **Vi's music service launched by famous musician & composer duo Salim Sulaiman**

**Mumbai, 13<sup>th</sup> December, 2021:** In line with its strategy to offer differentiated offerings to digital users through partnership with domain leaders, leading telecom brand, **Vi today launched its music offering on the Vi App in association with Hungama Music.**

With this, Vi has further strengthened its OTT based digital content offerings which ranges from entertainment, health & fitness, education & skilling, and the telco will continue to build on this portfolio. Vi's music offering with Hungama was unveiled by the famous musician and composer duo – Salim Sulaiman, who also performed at the launch event.

Under this partnership, **Vi will offer 6 months premium subscription of Hungama Music at no extra cost to all its postpaid and pre-paid customers.** As part of the offering, customers can listen to ad-free music in 20 languages across genres from Hungama's huge library of millions of songs, enjoy unlimited downloads, stream music video, latest Bollywood news, set caller tunes while listening to songs and listen to podcasts etc.

Taking entertainment a notch higher, giving the customers a chance to attend live music concerts of renowned artists, Vi customers can also attend 52 Live Digital Concerts on the Vi App at a nominal cost.

### Key Highlight:

- 6 months premium subscription of Hungama Music at no extra cost
- Consume ad free music in 20 languages across genres
- Unlimited downloads from endless playlists, Podcast, Music Videos
- Set callertune while listening to your favorite track
- 52 Live Events per year at extra

**Commenting on the launch, Avneesh Khosla, CMO, Vi said,** "Vi strives constantly to enrich the lives of its consumers through its partnerships with brands that have experience and expertise in the field of entertainment, education, health and financial services. Vi is committed to work with partners across varied domains to provide unique and compelling digital offerings for its consumers with varied needs and preferences. In the near future we will continue to see a lot more new initiatives being launched as this agenda gains scale and momentum."

"Today I am pleased to announce our partnership with Hungama Music which will help fulfil our customers' need for a comprehensive music streaming service. This association is in line with our strategy of helping our customers stay ahead with the best in class services through



partnerships with domain experts. Our association with Hungama will allow Vi users to get access to a rich repository of diverse music, across genres and in their preferred language.”

Talking about this association, **Neeraj Roy, Founder, Hungama Digital Media** said, “We are excited to be a part of Vi’s 250+ million-strong customers’ musical journey. Our association with Vi has seen us introduce a first-of-its-kind Pay Per View service model in India’s exploding Premium Video On Demand (PVOD) market, earlier this year. The partnership aligns with Hungama’s aim to explore and develop innovative ways to entertain and engage audiences across the world. Our repertoire is consistently expanding to include a diverse, and rich line-up of multi-genre, multi-lingual content across audio, video, and gaming.”

#### **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. 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](http://www.MyVi.in)

#### **About Hungama Digital Media Entertainment Pvt. Ltd.:**

Hungama is a leading digital entertainment company in South Asia. Hungama has remained at the forefront of the Internet and mobile revolution in India and created exceptional digital experiences by combining entertainment and technology. With the aim to include more consumers under the umbrella of digital entertainment, Hungama has worked towards introducing destinations that make digital content consumption simpler and at the same time, enriching.

Hungama’s portfolio covers a wide spectrum of services across Music, Video and Gaming. These include Hungama Music – one of the most popular music streaming platforms, Hungama Play – the go-to destination for video streaming, Hungama Artist Aloud – a platform for independent artists, Hungama Games – a developer, publisher, distributor and marketer of mobile games and Bollywood Hungama - the world’s leading platform for entertainment news.

Over the years, Hungama Digital Media has garnered the trust of the investor community and has received investments from Intel Capital, Bessemer Venture Partners, Xiaomi, Rare Enterprises and others.

For more information, please visit [www.hungama.org](http://www.hungama.org)