



Press Release

Mumbai, 2nd September, 2023

Vi Redefines Postpaid Experience in India; Empowers Customers with ‘Choice’

- Vi Max Postpaid Plans allow users to choose their preferred benefits across Entertainment, Food, Travel, and Mobile Security

In line with its continuous endeavour to offer tailor-made benefits to its users, Vi, the leading telecom operator, today announced an industry-first initiative ‘Choice’, which enables its postpaid users the freedom to opt for exclusive lifestyle benefits across Entertainment, Food, Travel, and Mobile Security

With an aim to empower its postpaid customers, Vi is the first telco to introduce such a differentiated proposition that democratizes its postpaid offerings by enabling users to choose the benefits that are most relevant to them. Under this new proposition, Vi Individual and Family Postpaid users can opt for a range of benefits from a premium partner of their choice across four exclusive categories:

Commenting on the proposition, Avneesh Khosla, CMO, Vi said “Vi Max is a significant leap forward in our ongoing commitment to innovation and customer-centricity. As we introduce the pioneering ‘Choice’ feature, we’re reimagining the possibilities of a postpaid plan. Our focus is to empower our customers by granting them the autonomy to tailor their mobile experience to their unique preferences. Vi Max is not only about connectivity but also designed with an intent to empower our valued customers to determine the features that are most useful for an optimal experience as well as value for money. By integrating preferred OTT subscriptions, enhanced security measures, and lifestyle privileges, we’re delivering a holistic solution that resonates with the digital lifestyle of today’s users. Vi Max is a testament to our dedication to driving value, power, and convenience for our cherished customers, enabling them to flourish in the digital era.”

This isn’t all, Vi Users will also get access to other exclusive benefits like Vi Games, Vi Music, Vi Jobs & Education, Vi Movies & TV. Vi Max postpaid plans offer other unique benefits such as Set Your Own Credit Limit and Priority Customer Service.

Here’s a look at the Vi Max Individual Post-Paid Plans:

Plan	401	501	701	RED X 1101
Choice Available	1	2	3	ALL
Choice Benefits				
6 Months Subscription of Amazon Prime	-	Yes	Yes	Yes



1 Year Mobile Subscription of Disney+Hotstar	Yes	Yes	-	-
1 Year Super Subscription of Disney+Hotstar	-	-	Yes	Yes
1 Year Mobile Subscription of SonyLiv	Yes	Yes	-	-
1 Year Premium Subscription of SonyLiv	-	-	Yes	Yes
1 Year Subscription of SunNXT	Yes	Yes	Yes	Yes
1 Year Subscription of EaseMyTrip	Yes	Yes	Yes	Yes
Complete subscription of Norton Anti-Virus	Yes	Yes	Yes	Yes
6 Months Subscription of EazyDiner	-	Yes	Yes	Yes
MakeMyTrip Discount	-	-	-	Yes
Airport Lounge Access (4/year)	-	-	-	Yes
IR Pack worth Rs. 2999/year	-	-	-	Yes

Vi Max Family Post-Paid Plans at a Glance:

Plan	601	1001	1151
No. of Connection	2	4	5
Choice Available	2	2	2
Choice Benefits			
6 Months Subscription of Amazon Prime	Yes	Yes	Yes
1 Year Mobile Subscription of Disney+Hotstar	Yes	Yes	Yes
1 Year Mobile Subscription of SonyLiv	Yes	Yes	Yes
1 Year Subscription of SunNXT	Yes	Yes	Yes
1 Year Subscription of EaseMyTrip	Yes	Yes	Yes
Complete subscription of Norton Anti-Virus	Yes	Yes	Yes
6 Months Subscription of EazyDiner	-	Yes	Yes

To know more on the Vi Max postpaid plans, log on to <https://www.myvi.in/vi-max-postpaid>

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, 4G and has a 5G ready 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

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