



Press Release

Mumbai, 8th July 2024

Vi Introduces All-New REDX Plan for Postpaid Users; Adds Netflix with Host of Other Offerings

- Offers a premium postpaid experience along with unlimited data and benefits such as integrated entertainment, dining, travel, security and priority service

Vi, a leading telecom operator, today **launched an all-new REDX plan for its postpaid users** bringing the ultimate premium postpaid experience of unparalleled connectivity with a host of exclusive benefits. The revamped **plan also brings the renowned global streaming service provider – Netflix** for its users, further strengthening its entertainment offering. With this partnership, Vi Postpaid users will be able to enjoy world-class entertainment with the best streaming experience on any device of their choice – mobile or television.

Designed to cater to modern lifestyles, the **all new enhanced REDX plan integrates entertainment, dining, travel, security, and priority customer service, all for just Rs 1201**. The new REDX plan provides access to a host of features that bring convenience, entertainment, and security – all in one single plan.

- **OTT Streaming with Netflix:** The only postpaid plan that gives **(mobile + TV) access to five OTT platforms, including Netflix**. Other OTT players include Amazon Prime, Disney+ Hotstar, Sony Liv, and Sun NXT. With these partnerships, Vi Postpaid customers will not only enjoy top entertainment options but also live sports action especially with the on-going Euro Cup on Sony Liv.
- **Swiggy One Membership:** Avail complimentary Swiggy One membership access for 6 months. Enjoy free deliveries on your food/Instamart orders above Rs. 199 and get exciting discounts with Swiggy Dineout/Genie.
- **International Roaming & VIP Lounge access at the airports:** The REDX plan includes a complimentary 7-day international roaming pack worth Rs. 2999 once a year, access to domestic and international airport lounges (up to 4 times annually, including 1 international airport lounge), and exclusive EaseMyTrip discounts on flight bookings
- **Device Security:** Complimentary access to Norton mobile security for 12 months.
- **Priority Services.** Vi users can avail premium customer support experience with REDX, which includes a dedicated priority desk at Vi Stores & access to the best call center agents for faster query resolution.

To enjoy the exclusive REDX experience, login to the Vi web/App or walk-in to the nearest Vi Store. To know more, click <https://www.myvi.in/postpaid/redx>

About Vodafone Idea Limited

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is amongst India's leading telecom service provider. The company provides pan India Voice and Data services across 2G, 3G and 4G platforms. Company holds large spectrum portfolio including mid band 5G spectrum in 17 circles and mmWave 5G spectrum in 16 circles. 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's equity share are listed on National Stock Exchange (NSE) and the 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

About Netflix

Netflix is one of the world's leading entertainment services, with 270 million paid memberships in over 190 countries enjoying TV series, films, and games across a wide variety of genres and languages. Members can play, pause and resume watching, as much as they want, anytime, anywhere, and can change their plans at any time.