



Press Release  
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## Vi Announces the Ultimate Entertainment App; Unveils Vi Movies & TV in its New Avatar

- With only one subscription, Vi users can explore 13+ OTT apps, 400+ live TV channels and complimentary access to several content libraries
- Priced at just Rs 202 for Prepaid and Rs 199 for Postpaid, Vi users can avail benefits of Vi Movies & TV on any device to watch on TV, Mobile or Web

Vi, a leading telecom operator, today introduced the ultimate entertainment app, Vi Movies & TV, a one-stop entertainment destination for all Vi subscribers. The all new avatar of Vi Movies & TV provides an unmatched entertainment experience to its users, with access to 13+ OTT apps, 400+ live TV channels, and complimentary access to several content libraries – all under one roof.

Priced at just Rs. 202 for Prepaid and Rs. 199 for Postpaid, Vi Movies & TV aims to simplify the viewing experience with only one subscription for multiple platforms and provide the best value for money to its users by saving multiple subscription costs.

With Vi Movies and TV, **there's something to watch** for everyone! Be it the popular shows like ShowTime, Karmma Calling, Lootere, Save The Tigers Season 2 and blockbuster movies like 12<sup>th</sup> Fail, Salaar (Hindi), Patna Shukla, and many more on Disney+ Hotstar; SonyLiv's Shark Tank India, Scam 2023, The Telgi story, Raisinghani VS Raisinghani or the thrill of F1 and live cricket from Fan code. Vi Movies & TV will also stream 400+ live TV channels including Discovery, Aaj Tak, Republic Bharat, ABP, India Today at their fingertips. Additionally, Vi users will also get complimentary access to Shemaroo and Hungama content libraries.

Not just this, Vi Movies & TV subscription will also give access to regional content from top producers nationwide, including Manorama Max and NammaFlix from the South, Klikk from the East, Chaupal from Punjab, and Korean shows dubbed in Hindi from Playflix, which will be available for Korean drama fans. Furthermore, all sports enthusiasts can watch the best of the tournaments live on the App such as the ongoing women's cricket tournament, the Ireland Wolves Tour of Nepal 2024, and many others.

Vi Movies & TV App is curated keeping in mind the diversity of Bharat, and hence it not only has content across genres such as news, devotional, drama, humor, and science but also languages such as hindi, english, marathi, tamil, telgu, malayalam, punjabi, bangla, kannada and many more.

Commenting on this, Avneesh Khosla, Chief Marketing Officer, Vi **said** "India is watching content like never before - multiple formats, multiple subscriptions, and multiplying hours on the screen everyday. However, this unlimited choice also brings fatigue and complexity. We take immense pride in announcing Vi Movies & TV – one app, one subscription with best of OTTs and TV content. We are committed to providing an entertaining experience to our consumers by empowering them to access entertainment in a simple, affordable, and accessible way. We will soon add new partners and more curated options for ease of choice for our viewers."

Vi users can watch Vi Movies & TV on smart TVs along with mobile - be it Android/Google TV, Android mobile, iOS mobile, Amazon Firestick TV, and the Web. By subscribing to Vi Movies & TV, users can watch two simultaneous streams on all OTT platforms for a seamless and immersive entertainment experience. Vi Movies & TV App is a testimony to our commitment to providing delightful digital first experiences to our users. So, what are you waiting for? Grab your popcorn, kickback, and let the binge-watching begin! Download Vi Movies & TV App now! <https://bit.ly/3VANwXP>



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