

VODAFONE LAUNCHES FIRST-EVER TRULY UNLIMITED INTERNATIONAL ROAMING PLAN ACROSS UK AND EUROPE @ RS.180 /DAY

International Roaming just got bigger and grander! Vodafone India, one of India's leading telecommunications service providers, today unveiled the **first-time-ever, worry free, unlimited International Roaming proposition** for travelers to Europe with its international roaming pack, **Vodafone i-RoamFREE**.

Whether it is a business trip, or a leisure holiday, international travelers can now easily activate a pack and use their number overseas from **UK** and other popular travel destinations of Europe like **Germany, Spain, Italy, Netherlands, Turkey, Greece, Portugal, Czech Republic, Romania, Hungary, Malta, & Albania**

Apart from Europe, travelers can also use unlimited calling and Data in USA, UAE, Singapore & Malaysia with the same pack taking the total tally of "Unlimited" Countries to 18. The pack is available at multiple affordable price points ranging from Rs 5000 for 28 days (which is effectively Rs 180 per day) to Rs. 500 for every 24 Hours usage. Prepaid and postpaid consumers can activate the pack through My Vodafone App or on the website www.vodafone.in/ir

Avneesh Khosla, Associate Director – Consumer Business, Vodafone India, said, *"We launched our flagship unlimited international roaming proposition for USA, Singapore and UAE in April, and are now very excited to extend it to these additional destinations. Europe, USA, UAE, Singapore & Malaysia comprise more than 50% of our total roamers and international traffic. With calls and data becoming completely free in these countries, we are eliminating the hassle of carrying local SIM cards or looking out for public WiFi during overseas travel. Customers can freely upload photos & videos, look up places on maps, check emails and stay connected back home using their Vodafone number without worrying about high international roaming bills. They can remain confidently connected on their existing Vodafone number when they travel, and be assured the best of voice and data services."*

Apart from offering unlimited usage in 18 countries, the same pack also allows consumers to use their phones freely across 42 other countries. Vodafone has recently added new countries like Japan, Qatar, Sweden, Denmark, Norway, Egypt and more to this pack. In all these countries, subscribers can receive incoming calls for free, make any call for Re. 1/min and browse data at Re. 1/MB only.

About Vodafone India

Vodafone India is a 100% fully owned subsidiary of the Vodafone Group Plc. with operations across the country serving over 209 million customers (over 114 million in rural areas). Commencing operations in 2007, Vodafone is today India's largest foreign direct investor, with a robust, award-winning business and committed for the long term. Vodafone Business Services serves the needs of enterprises and government by providing total telecommunications (Voice and Data) solutions across mobility and wireline platforms. Our mobile wallet, M-Pesa is a unique and innovative money transfer service from Vodafone that fosters financial inclusion.

Committed to optimizing the near-ubiquitous reach of mobile telephony to address national developmental priorities, the Vodafone Foundation partners is actively engaged in community development initiatives especially in the domains of m-Women, m-Agriculture, m-Education and Disaster Relief. Building on its global experience and expertise, an outreach across India and offering a comprehensive portfolio of technologies- 2G, 3G & 4G, Vodafone is uniquely positioned to actualize the vision of Digital India



Globally, Vodafone is one of the world's largest telecommunications companies and provides a **vodafone** range of services including voice, messaging, data and fixed communications. Vodafone has mobile operations in 26 countries, partners with mobile networks in 49 more, and has fixed broadband operations in 19 markets. As of 30th June 2017, Vodafone had 523.5 million mobile customers and 18.5 million fixed broadband customers, including India and all of the customers in Vodafone's joint ventures and associates. For more information, please visit www.vodafone.com.

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