

Draft Press Release

VODAFONE SPREADS CHEER AMONGST SENIOR CITIZENS THIS DURGA PUJA

Kolkata, October 7, 2016: Vodafone India, one of India's leading telecommunications service providers, celebrated this Durga Puja in Kolkata with a difference, by spreading cheer in the lives of senior citizens from the TOLLYGUNGE HOME and NABANIR Old Age Homes.

Vodafone India in the august presence of the legendary danseuse Tanusree Shankar flagged-off a special bus which took the senior citizens pandal-hopping on the auspicious day of Shashti to the five most popular pandals in North Kolkata including Chalta Bagan Durgotsav.

For the senior citizens it was an overwhelming experience to meet and interact with Tanusree Shankar. This initiative was well appreciated and evoked special feelings among them that there is someone who cares for their joy & happiness on this festive occasion like Durga Puja.

Siddharth Banerjee, National Head, Brand & Consumer Insights, Vodafone India said, "As a value based organisation, we at Vodafone, believe in enriching the lives of all segments of society. Over the years, this activity has instilled a commitment within us to conduct such programmes more often and this is the fourth year of this program. It has always been a very humbling experience to see how little things make a huge difference to the senior citizens. We also thank Tanusree Shankar to come forward and join hands with us for this noble initiative and making Durga Puja a special one for the senior citizens."

About Vodafone India

Vodafone India is a 100% fully owned subsidiary of the Vodafone Group Plc. with operations across the country serving over 199 million customers (over 107 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 range of services including voice, messaging, data and fixed communications. Vodafone has mobile operations in 26 countries, partners with mobile networks in 56 more, and has fixed broadband operations in 17 markets. As of 30 June 2016, Vodafone had 465 million mobile customers and 13.7 million fixed broadband customers. For more information, please visit: www.vodafone.com.

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