

PRESS RELEASE

VODAFONE LAUNCHES 'VODAFONE SAKHI' AN INNOVATIVE PRODUCT TO EMPOWER RURAL WOMEN

'Vodafone Sakhi' a unique proposition empowering women in rural towns of UP-West and Uttarakhand

SAFE - Private recharge through OTP& Emergency calling with Zero Balance>>

AFFORDABLE - Pack starts from Rs 52 only>>

KNOWLEDGE - Free Health tips >>

Customer Support–Welcome call in local dialect

Dehradun, February 11, 2017: The *Vodafone Connected Women Report 2014* states that around the world, an estimated 300 million fewer women than men own a mobile phone. This gender gap is the largest in the emerging economies and prevents many women benefiting from mobile services. Added to this are the privacy issues for rural women and hesitancy to share mobile numbers at recharge outlets. With a view to address these concerns of women from rural India, to bring them into the forefront of the Digital revolution and empower them to stay connected with their near and dear ones, Vodafone India has introduced '**Vodafone Sakhi**', a unique proposition empowering women in rural areas of UP-West and Uttarakhand.

'**Vodafone Sakhi**' allows women to make a **Private Recharge** through an OPT code, without mobile number sharing. This OPT can also be used for all recharges done over a 24 hour period. An **Emergency calling feature** enables seamless connectivity with 10 minutes of calling even with **Zero** balance in their phone. A bonus feature is **FREE Health and Beauty Tips Pack for the first 90 days**. All users of Vodafone Sakhi are welcomed to the Vodafone family with a **call in the local dialect**, explaining product features& customer support details.

'Vodafone Sakhi' – Key Features

1. Private recharge through OTP
2. Zero Balance
3. Free Health tips
4. On-boarding call in vernacular language
5. Pack starts from less than Rs52



'Vodafone Sakhi' is currently available in select areas of Dehradun, Saharanpur & Firozabad in UP (W) and Uttarakhand. The offer has been affordably priced, starting from Rs 52 only, to cater to women from all socio-economic backgrounds.

Announcing this industry first initiative, **Dilip Kumar Ganta, Business Head UP-West and Uttarakhand, Vodafone India** said, *"Our studies show that women in rural areas face socio-economic challenges in accessing mobile services. They tend to follow a shared phone concept, as they are hesitant to share mobile number due to security concerns. They rely almost entirely on incoming calls and depend on their families for recharges. 'Vodafone Sakhi' have been designed especially to bridge the telecom needs of women in rural areas and address their barriers to access mobile services at will. We are very proud to introduce 'Vodafone Sakhi' a unique product aimed at empowering women across UP-West. We want the women to use mobile as tool to empower themselves and optimize their efficacy"*.

| MRP | Benefit | Validity |
|-----|-----------------------------|----------|
| 52 | 42 Talk- Time + 50 MB 2G/3G | 30 days |
| 78 | 62 Talk- Time + 50 MB 2G/3G | 30 days |
| 99 | 79 Talk- Time + 50 MB 2G/3G | 30 days |

About Vodafone India

Vodafone India is a 100% fully owned subsidiary of the Vodafone Group Plc. with operations across the country serving over 200 million customers (over 106 million in rural areas). Commencing operations in 2007, Vodafone is today 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 49 more, and has fixed broadband operations in 17 markets. As of 30 September 2016, Vodafone had 470 million mobile customers and 14 million fixed broadband customers.



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