



## PRESS RELEASE

# SECURE YOUR PREPAID MOBILE NUMBER WITH VODAFONE PRIVATE RECHARGE

*Innovative service for prepaid customers in Maharashtra & Goa  
Now recharge your mobile without sharing your mobile number*

**Pune, March 15, 2017:** To further empower its customers, Vodafone India has introduced innovative service for its subscribers in Maharashtra & Goa - **Vodafone Private Recharge** - a **free of cost service**, which enables users to recharge their prepaid number without sharing the mobile number with retailers.

Announcing the launch of this service in the circle, **Ashish Chandra - Business Head, Maharashtra & Goa Circle** said, *"With the world going digital and smartphones becoming the primary data storage device, security of personal information has become a key concern for people. Vodafone Private Recharge helps subscribers keep their phone numbers private and protected from malicious usage. Being one of the most preferred telecom service providers in Maharashtra & Goa, Vodafone is delighted to announce this revolutionary service to make our customers feel more secure and empowered."*

To avail the **Vodafone Private Recharge** option, a customer needs to send a toll free SMS 'PRIVATE' to 12604. The customer will receive a unique 10 digit OTP which can then be shared at a multi brand retail outlet, Vodafone Store or a Vodafone Mini Store, instead of the customer's mobile number to recharge with the desired denomination. Receipt of a successful recharge message on the customer's mobile number will complete the recharge process.

### 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 31<sup>st</sup> December 2016, Vodafone had 470 million mobile customers and 14.3 million fixed broadband customers.

For more information, please visit [www.vodafone.com](http://www.vodafone.com).  
Follow us on twitter @Vodafone IN\_News and visit [www.vodafone.in](http://www.vodafone.in)