Press Release

VODAFONE INDIA RECOGNISED AS A 'COMPANY THAT CARES' RECEIVES 'GREEN TELECOM COMPANY OF THE YEAR 2012' AWARD

Vodafone is first Indian telecom operator to report carbon footprint figures voluntarily Achieved reduction of 859000 tonnes of CO2 emission from cell sites:

Mumbai, December 10, 2012: Vodafone India, one of India's leading telecommunications service providers, has received the **'Green Telecom Company of the Year 2012**' Award for its consistent efforts in the implementation of multiple initiatives in its on-going contribution to the socio-economic fabric of the country. As part of its sustainability initiatives, Vodafone India instituted definite mechanisms to measure and report carbon emissions. It resulted in 10% reduction in diesel consumption and thus leading to a tangible outcome of 850,000 tonnes reduction in CO2 in all cell sites owned by the Company in the year 2011-12. This has been further enhanced with a reduction in CO2 emission of 9900 tonnes, as on date this year.

The award was presented to **Vishant Vora**, **Director - Technology, Vodafone India Limited**, by **Dr. Farooq Abdullah**, **Minister of New and Renewable Energy, Government of India** at the Telecom Leadership Awards 2012 that were held in Delhi. This award signifies Vodafone's green initiatives to reduce CO2 emissions on a per unit of traffic basis by employing hybrid solutions with intelligent controllers, optimizing diesel consumption at all cell sites, deployment of fuel catalysts, tapping solar energy, reducing air conditioner usage, developing energy efficient features and products with technology partners, and ensuring proper disposal of waste.

Expressing his delight on this recognition, **Marten Pieters**, **Managing Director & CEO, Vodafone India** said, "At Vodafone India, we understand the need to engage in sustainable practices and to contribute positively towards the environment. We understand that what is good for the society is good for our business as well. We are committed to act responsibly and device innovative business solutions to reduce environmental impacts and deliver products and services that help build a sustainable future. This award is a testimony of the conscious efforts of all Vodafone India

employees. Their active involvement helped us achieve real and measurable results, and demonstrate our commitment to making a meaningful difference to the society."

On accepting the award, **Vishant Vora** said, "We are proud to be recognized as a company that cares. We have been a significant contributor to some of the green telecom initiatives vis-à-vis energy efficiency, carbon footprint reduction, optimal usage of infrastructure, environmental friendly technology selection and safety of our employees, partners and vendors among others. The benefits that we see today are a reflection of our continued focus on these areas for the past many years".

All Green initiatives of Vodafone India are managed as part of the Company's Annual Sustainability Plan. Vodafone's work on hybrid solutions has been published in the GSMA GPA report of 2010-11 and has been widely accepted by operators and vendors in countries across the world. A network expanse serving over 153 million customers in India implies managing enormous volume of data. Reduction in power consumption without compromising performance and service levels translates into significant fiscal saving.

About Vodafone India

Vodafone India is a member of the Vodafone Group and commenced operations in 1994 when its predecessor Hutchison Telecom acquired the cellular license for Mumbai. The company has operations across the country serving over 153 million customers. Vodafone India has firmly established a strong position within the Vodafone Group too, making it the largest subscriber base globally. This journey is a strong testimony of Vodafone's success in a highly competitive and price sensitive market.

Vodafone India in its long-term commitment to India has been providing innovative, customer friendly and reliable products and services by continuously differentiating itself with a strong brand, best quality network, unique distribution and great customer service. At the India Retail Forum 2012, the company received the 'Best Modern Retailer award' in the mobile and telecom category.

The company has been recognized as one of the 'Best Employer of Choice' in telecom sector by 'Great Places to Work' and in another survey conducted by Nielsen; Vodafone India was the only telecom player in the Top 10 'Most Exciting Youth Brands' in India. The company has also received the award for the Value services -Rural Innovation category for its Low Balance Services at the

Telecom Awards by a leading business daily. Vodafone Business Services received the "Best Enterprise Service Provider" at the Frost & Sullivan Awards 2012. On the technology front, the company has also won the iCMG Enterprise & IT Infrastructure Global Excellence Award for its Business Intelligence (BI) transformation project.

At Vodafone, sustainability is an integral part of the company's mission and strategy, shaping the conduct of business every day. In 2011, in line with its Group philosophy, Vodafone India became the first telecom operator in India to release a Corporate Sustainability Report for India - Footprints. Vodafone India has also been awarded the prestigious "Golden Peacock Award" for corporate social responsibility for 2012.

Vodafone Group is one of the world's largest mobile communications companies with over 406 million customers as on June 30, 2012. Vodafone currently has equity interests in over 30 countries across five continents and more than 40 partner networks worldwide. For more information, please visit www.vodafone.com