



1 September 2026

National Stock Exchange of India Limited
“Exchange Plaza”,
Bandra - Kurla Complex,
Bandra (E),
Mumbai – 400 051

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Dear Sirs,

Sub: Disclosure under Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”) – Media Release on new Brand Identity

Ref: “Vodafone Idea Limited” (IDEA/532822)

Further to our communication of even date, please find attached a press release being issued to media on the launch of new brand identity.

The aforesaid information is also being made available on the website of the Company at www.myvi.in

Thanking you,

Yours truly,

For **Vodafone Idea Limited**

Pankaj Kapdeo
Company Secretary

Encl: As above



Press Release
1 September 2026

Vi unveils a new dynamic identity signalling optimistic future; ropes in Shah Rukh Khan to tease what's next for the brand

Leading telecom operator Vi today unveiled a refreshed expression of its brand identity; evolving its signature visual particle [] into a dynamic 3D sphere [], which has now been moved to the top



as compared to before. Rounder, fuller and livelier, the new form reflects Vi's optimism and possibilities it sees for the future. The new sphere builds on an asset that customers already recognise, while giving it a dynamic 3D form gives it a greater depth and movement. It signifies the energized Vi.

Adding to the excitement around the new identity, Vi also revealed Shah Rukh Khan, as face for its upcoming campaign *Vi badal raha hai... tayaar rahiye*, piquing interest in the larger brand transformation that is set to unfold in the coming weeks.

Shah Rukh Khan coming on board is symbolism of the energy, ambition and optimism that Vi is bringing to its new phase. The reveal is deliberately a teaser—getting customers excited for what is coming, while inviting them to **wait and watch for what Vi has in store**.

Speaking on the new brand identity, Abhijit Kishore, CEO, Vi commented, “This is not simply a logo refresh, it is the first expression of the evolution we are bringing to the Vi Brand. It reflects our ambition for Vi and commitment to shaping what telecom can be – an experience that makes life more rewarding, and full of possibilities for our customers.”

“Over the coming weeks, this evolution will come alive with strategic launches, new campaigns and a range of experiences that will shape how we engage with our customers. The new identity captures optimism—an optimism for everything that is possible today, more importantly for what we can bring to both; our retail customers and enterprises in the future as a tech co.” **he added.**

At its heart, the refresh represents Vi's natural evolution from being a telecom provider to becoming a partner that creates meaningful experiences for its consumers with connectivity as the backbone. Importantly, this refresh also continues to celebrate what customers value about Vi – its heritage, innovative offerings, brand trust and customer experience excellence philosophy that has always been paramount in the industry.

Vi today is resurging as a future-ready brand, driven by rapid network expansion, innovation-led offerings, and an “Employee First, Customer Always, Experience is Everything” approach. Strengthened by improving business performance and growing consumer engagement, Vi is building renewed confidence while continuing to reinforce its position as the most trusted telecom partner.

The new identity will be rolled out progressively across Vi's consumer touchpoints, digital platforms, retail presence and communications starting 1 September.

**About Vodafone Idea Limited**

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is amongst India's leading telecom service providers. The company holds a large spectrum portfolio including mid band 5G spectrum in 17 circles and mmWave spectrum in 16 circles. The Company provides Voice and Data services across 2G, 4G and 5G platforms and is expanding 5G services across 17 circles. To support the growing demand for data and voice, the Company is committed to delivering delightful customer experiences and contributing towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. The Company is developing infrastructure to introduce newer and smarter technologies, making both retail and enterprise customers future ready with innovative offerings, conveniently accessible through an ecosystem of digital channels as well as extensive on-ground presence. The Company's equity shares are listed on National Stock Exchange (NSE) and the BSE in India. For more information, please visit: www.MyVi.in