



## PRESS RELEASE

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### VODAFONE AND ASUS PARTNERS TO OFFER BIG BENEFITS FOR YOUTH

- Offers value added benefits worth Rs. 3200 in a year with exciting non-telco offers for young customers along with free data
- Added benefit of **Free Red Shield Device** security solution for 2 years on Asus ZenFone Max Pro (M1) smartphones

Vodafone today announced its partnership with Asus to offer a fully loaded value proposition for customers who purchase the newly launched **Asus ZenFone Max Pro (M1) smartphones**. The handset will exclusively be available on Flipkart, with significant differentiators that give Vodafone postpaid and prepaid customers a host of value adds.

**This partnership aims to make smartphones more affordable by not only offering these high-performance phones at great prices, but also supporting their monthly spends by providing additional large volumes of free data and non telco add on.**

Vodafone is offering its pre-paid customers **120 GB Free Additional Data at 10 GB / month for a year** with the purchase of Asus ZenFone Max Pro (M1). Any prepaid customer opting for Rs. 199 plan and above will be eligible for the offer. Vodafone's postpaid customers who have subscribed to RED Rs. 399 plan and above can also enjoy the added data benefit of 10 GB per month upon buying Asus ZenFone Max Pro (M1). Additionally Vodafone's RED postpaid customers are also eligible for **Free Red Shield Device Security Solution for a period of two years.**

Considering the lifestyle and indulgence patterns of the core audience for this partnership, the Youth segment, Vodafone is also exclusively offering its youth consumers attractive 'non-telco' benefits ranging from restaurant & cafe discounts, e-comm shopping offers, local travel offers, movies and content deals etc. These are weekly benefits on the most preferred youth brands available via the My Vodafone App every Wednesday, Thursday & Friday.

**Avneesh Khosla, Associate Director, Vodafone India, said,** *"We at Vodafone are committed to providing our consumer relevant offerings. We understand that these consumers aspire for high performance smartphones but often hit the affordability barrier. With this partnership, we aim break to this barrier by offering them an affordable high tech handset with huge volumes of free data & weekly offers for their non telco indulgences, making this a fully loaded smartphone package that's easy on the pocket."*

**Commenting on the partnership ASUS CEO Jerry Shen said,** *"India is an important market and we are pleased to partner with Vodafone as it gives us another opportunity to deliver a superior, consistent and differentiated customer experience. Furthermore, we are glad to have partners like Vodafone and Flipkart strengthening our vision of making smartphone technology affordable and accessible to everyone in the country."*

#### **About Vodafone India:**

Vodafone India is a 100% fully owned subsidiary of the Vodafone Group Plc. with operations across the country serving over 210 million customers (over 114 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 Group is one of the world's largest telecommunications companies and provides a range of services including voice, messaging, data and fixed communications. Vodafone Group has mobile operations in 25 countries, partners with mobile networks in 47 more, and fixed broadband operations in 18 markets. As of 31 December 2017, Vodafone Group had 529.1 million mobile customers and 19.3 million fixed broadband customers, including India and all of the customers in Vodafone's joint ventures and associates. For more information, please visit: [www.vodafone.com](http://www.vodafone.com)

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