

Vodafone Idea Limited has announced the biggest offer of the season for all its prepaid customers. The operator is promising assured freebies like unlimited calls, cashback, extra data, caller tune on every recharge for all prepaid users, during the offer period.

Launched under the banner 'Har Recharge Pe Extra' for Idea customers and 'Har Recharge pe Inaam' for Vodafone customers, the campaign is aimed at the entire prepaid subscriber base across both brands.

Every time a Vodafone Idea customer recharges, regardless of the value, the customer will get a SMS revert with a call to action. Customer needs to dial the USSD string *999# or go to My Vodafone or My Idea app to choose from an array of freebies and select the preferred offer. Post selection and consent, the freebie will be added to the customer's number.

The pan-India offer has been launched recently and will be available for all Vodafone Idea customers until first week of September 2019.

Speaking about the offer, Avneesh Khosla, operations director – marketing, Vodafone Idea Limited, said, "This is one of the biggest promotional offers this season. By giving 100% assured gifts, we are not only offering a huge incentive to recharge and avail benefits, but also rewarding and delighting each and every prepaid customer who stays connected on the Vodafone Idea network across the country."

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