

Vi Gets a New Look, Shah Rukh Khan to Lead Upcoming Brand Campaign

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What happened

Vi has refreshed its brand identity with an updated logo and has brought Shah Rukh Khan on board for its upcoming campaign, "Vi badal raha hai... tayaar rahiye."

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The telecom company has changed the visual element used with the Vi logo. The existing particle has been redesigned as a 3D sphere and moved to the top of the landmark.

Vi will start using the refreshed identity across its digital platforms, retail stores, customer touchpoints and brand communications from September 1.

Shah Rukh Khan will first appear as part of a teaser campaign for the new identity. Vi plans to reveal more about its wider brand changes, new campaigns and services over the coming weeks.

According to Vi CEO Abhijit Kishore, the company sees the new logo as the first visible part of a larger change in how the Vi brand will be presented to customers.

"This is not simply a logo refresh; it is the first expression of the evolution we are bringing to the Vi Brand," Kishore said.

He added that Vi will introduce new campaigns, launches and customer experiences in the coming weeks, with the company also looking at opportunities beyond traditional telecom services.

Vi is also expanding its 5G network

The brand update comes while Vi continues to expand its 5G services in India.

The company holds mid-band 5G spectrum in 17 telecom circles and mmWave spectrum in 16 circles. Vi is working on expanding its 5G services across 17 circles.

Connectivity will continue to be Vi's main business, but the company also wants to increase its focus on technology services for both individual customers and enterprises.

Vodafone Idea was formed in 2018 after Vodafone India and Idea Cellular merged. The company introduced the Vi brand in September 2020, replacing the separate Vodafone and Idea identities.

The latest update comes six years after the launch of the Vi brand. Shah Rukh Khan-led promotions and other parts of Vi's new brand strategy are expected to roll out over the coming weeks.

References

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