

Experiences

At vivo India, our dream is to bring joy to all Indians through superior technology and simplified experiences. Our campaigns are crafted to tell stories that connect with our goal of enabling joy. Come, experience joy with us!

Brand Purpose

At vivo, we understand that while ambition and achievement are valuable, it is important to recognise that the true essence of joy lies in the togetherness we share with our loved ones. Experience the true magic that comes from connecting with your cherished ones. Start living the joy today!



Press Release

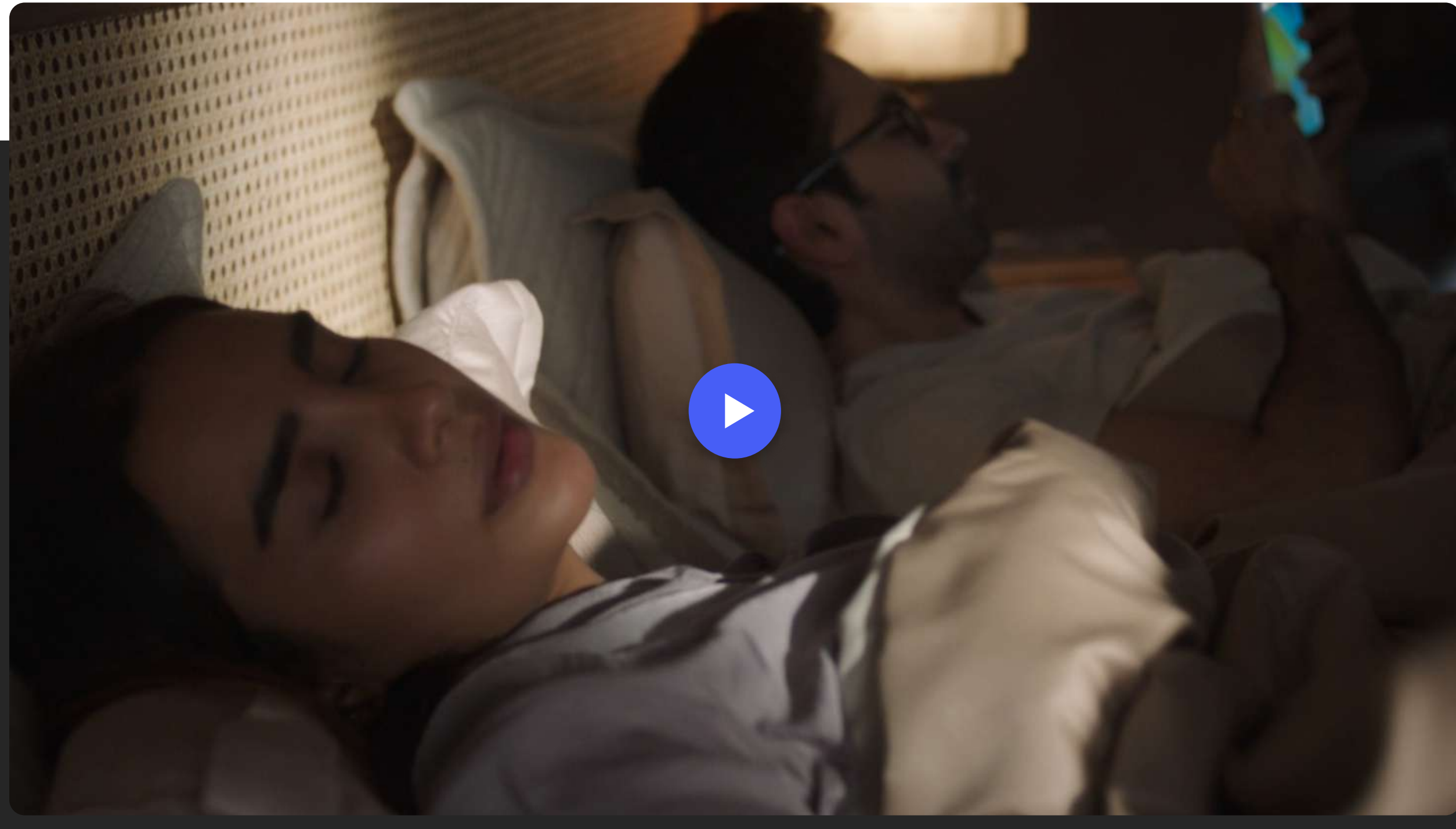
18 October, 2022

vivo working towards enabling seamless 5G experience - Highest ranked standalone smartphone brand in 3GPP for contribution to 5G standards



Switch Off

vivo believes in the power of meaningful connections. That's why we're encouraging you to switch off and spend quality time with your loved ones. Let's cherish the moments that truly matter and prioritize human connection over technology



2022

2021

2020

2019

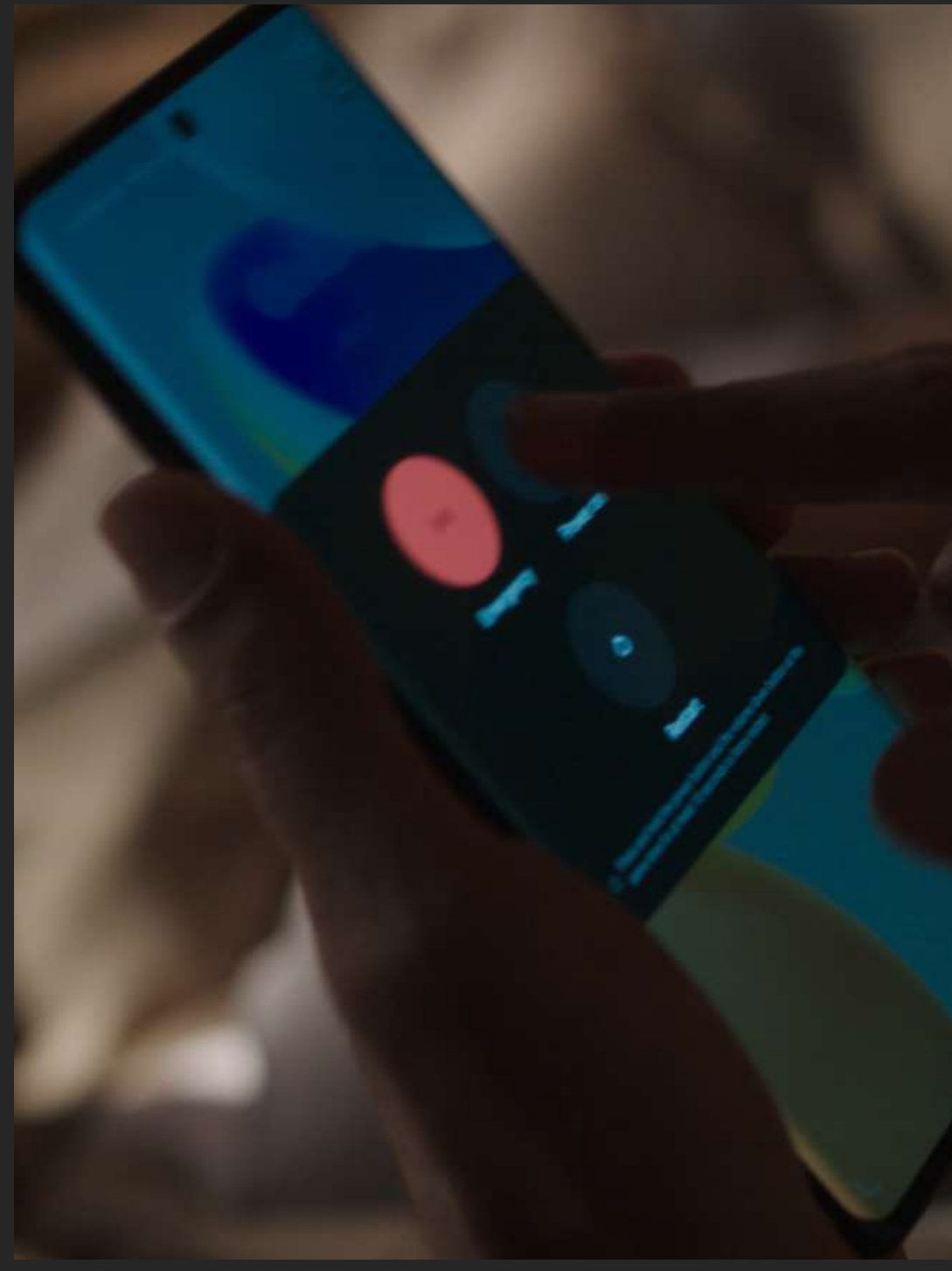
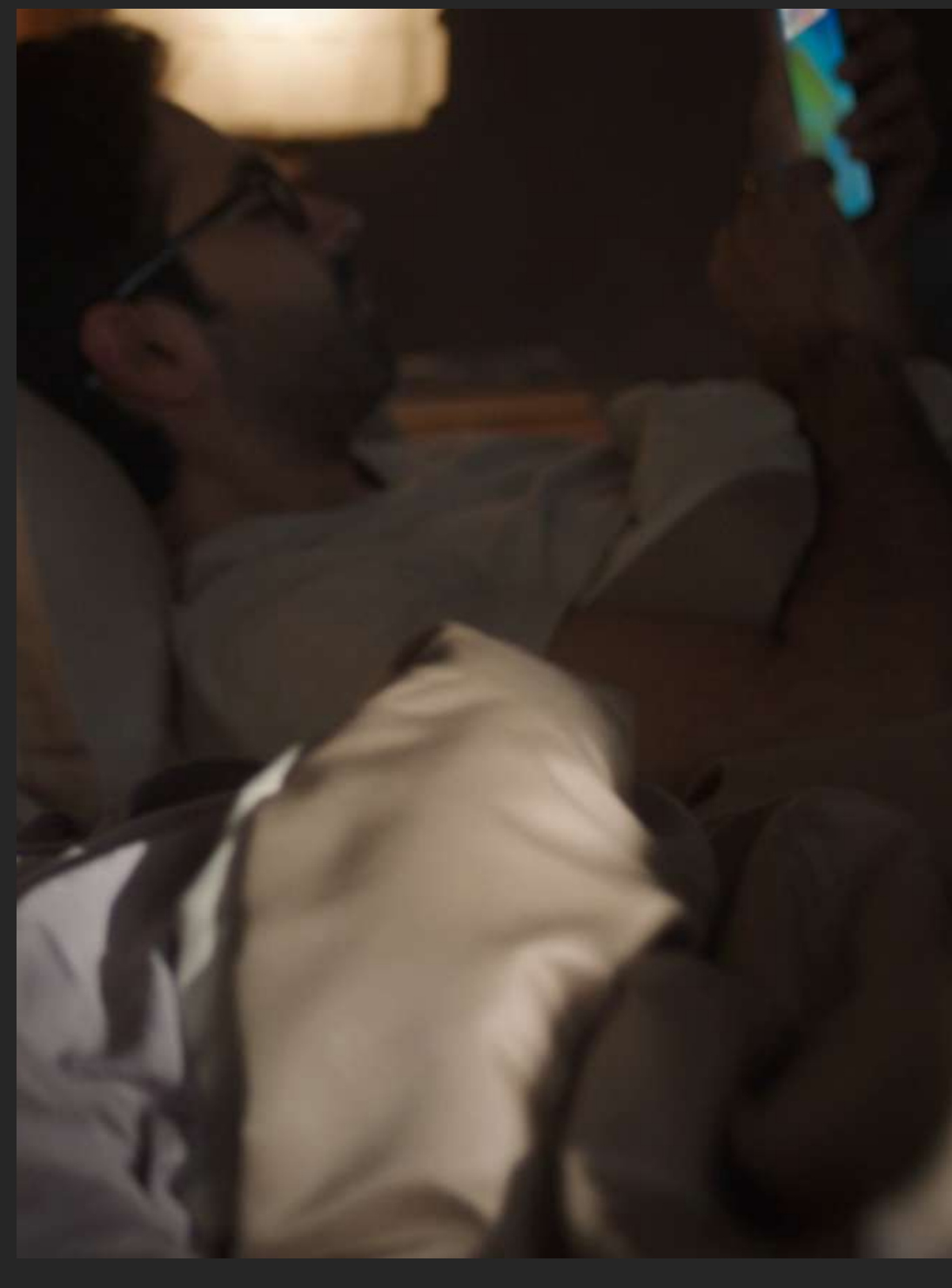
Joy of Relationships

At a time when people are prioritising their relationship with their smartphones over the relationship with their significant other, vivo is urging couples to take a break from technology and prioritise spending quality time with their partner. It's time to Switch Off and experience the best of both worlds - superior technology and meaningful relationships.

Impact of Smartphones on spousal relationships

88%

of married Indians believe that excessive smartphone use is weakening/ hurting their marriage.



89%

couples wish to cut down the time spent on smartphones to strengthen the bond with their spouse

88%

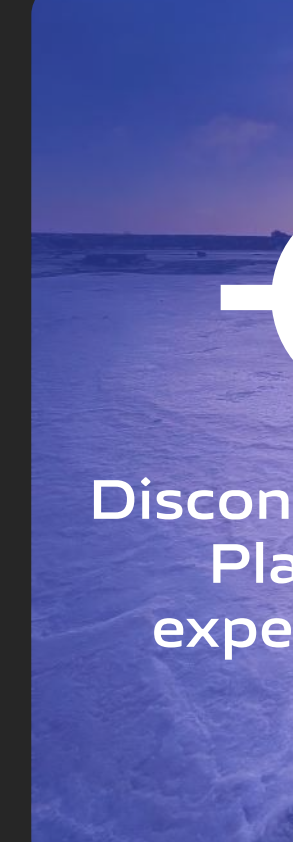
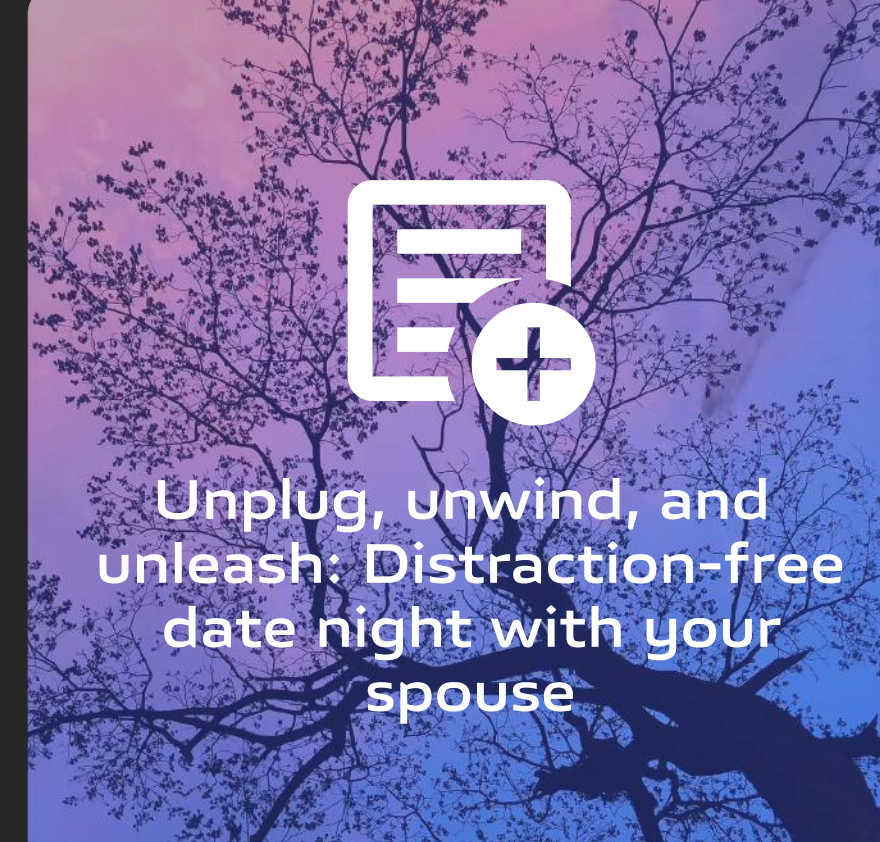
agreed they spend their leisure time on the phone instead of with their spouse



72%

get so immersed in their smartphone that they lose track of their surroundings and spouse.

The Ultimate Guide To Rekindle Your Relationship



Press Release

15 December, 2022

vivo aims to bring back the joy in relationships with its fourth edition of #SwitchOff - urges couples to spend quality time with their loved one through its new film



Other Campaigns



TECH DAY

At vivo, we're proud to celebrate Technology Day 2022! We're committed to driving solutions for consumer pain points and ensuring seamless. At vivo, we're proud to celebrate Technology Day 2022! We're committed to driving solutions for consumer pain points and ensuring.

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