

# A REVOLUTIONARY PHONE

## A Revolutionary Way to Buy It

~ 2 Unique Offers at Rs 2,599 & Rs 2,999 per month ~

- OFFERS INCLUDE IPHONE HANDSET COST + UNLIMITED LOCAL & STD CALLS, SMS', NATIONAL ROAMING & 3G DATA
  - FIRST TIME EVER—NO DOWN PAYMENT ON IPHONES
  - NO BILL FOR 24 MONTHS: RELIANCE COMMUNICATIONS REVOLUTIONIZES THE WAY INDIA BUYS IPHONES
- iPhone 5c at just Rs 2,599 per month for 24 months
- iPhone 5s offer at just Rs 2,999 for 24 months
- Special MNP facilities for Corporates; Priority Helpline for Apple users

**Mumbai, 1 November 2013:** Reliance Communications, India's fully-integrated telecommunications service provider, has announced revolutionary Apple iPhone offers that promise to change the way people buy the iconic Smartphone in India. The Company has announced two game-changing offers—**just Rs 2,599 per month for the iPhone 5c and Rs 2,999 per month for the iPhone 5s, both for a duration of 24 months**—which include the handset cost, unlimited local and STD calls, SMS', national roaming and 3G data. And in another first in India, ever, RCOM is offering these much-awaited iPhone models at no down payment.

Furthermore, under this unique offer, Apple iPhone 5c and iPhone 5s customers will not receive any usage bill for 24 months, as the monthly payments include all usage charges. Only international calls and international roaming charges will have to be paid for.

Commenting on this innovative offer, **Mr Gurdeep Singh, President & CEO (Wireless), Reliance Communications Limited**, said: "We are delighted to be amongst the first to launch the Apple iPhone 5c and iPhone 5s in India and are focused on growing this user segment with our novel iPhone offers, which break all ownership rules and put the customer first. The Apple iPhone has been a dream for users in India and overseas, and it is our endeavor to grow this market and make

every Indian's dream come true with RCOM's compelling and affordable iPhone ownership plan—**No down-payments. No bills for 24 months.**"

The latest iPhone offer from Reliance Communications is part of the Company's efforts to bring more Smartphone customers to its built-for-video 3G network, which will increase the acquisition of high-value post-paid customers to its customer base and further cement its position as India's leading data services provider.

Helping Reliance achieve this target will be its new partnerships with select credit card providers, with the single swipe of a credit card promising to deliver a quality customer base to Reliance and total peace of mind to customers, taking away the tediousness of monthly bills for the next two years. Reliance leads the Indian data market with 7.7 million of its over 31 million data customers using 3G services—the highest amongst all operators as on 30 June 2013.

With the Apple iPhone 5c and iPhone 5s, Reliance combines two amazing experiences—the magical world of Apple with its App Store, iTunes and other amazing features; and Reliance's state-of-the-art network, specially designed for a superlative Smartphone experience. Be it streaming content, downloading the latest apps or even using FaceTime, RCOM's seamless IP-enabled, built-for-video 3G network, will deliver an unmatched user experience.

The zero down-payment offers are available on the iPhone 5c and iPhone 5s 16GB models. Customers can also avail of the 32GB and 64GB models of the iPhone 5c and 5s on a one-time upfront payment (as per the table below).

<b>Plans for Apple iPhone 5c and iPhone 5s on Reliance GSM</b>					
<b>Plan</b>	<b>iPhone 5c (16GB)</b>	<b>iPhone 5c (32GB)</b>	<b>iPhone 5s (16GB)</b>	<b>iPhone 5s (32GB)</b>	<b>iPhone 5s (64GB)</b>
Monthly Fee (INR)*	2,599	2,599	2,999	2,999	2,999
Down Payment (INR)	0	11,600	0	10,992	19,992
Voice Minutes (Local & STD) across all networks)	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
SMS** (Local & STD) across all networks	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
3G Data (MB)	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
*Monthly commitment for 24 months					
**As per TRAI guidelines, SMS usage restricted to 3,000 SMS per month					

Customers can buy the new iPhone 5s and iPhone 5c at any Reliance outlets in the Company's 13 3G circles. The data usage benefits will be applicable on Home and Roam networks anywhere in India with maximum 3G data speeds of up to 21 Mbps, and on GPRS speeds for non-3G circles.

Additionally, the Company has launched special facilities for Corporate users of Apple products who would like to migrate to the Reliance network through MNP, with their requests being fast-processed. A special dedicated helpline has been created for Apple customers for assistance and inquiries.

Apple's new iPhone 5s and iPhone 5c feature the iOS 7, the most significant iOS update since the original iPhone, featuring a stunning new user interface, completely redesigned with an elegant color palette, distinct, functional layers and subtle motion that make it feel more alive. iOS 7 has hundreds of great new features, including Control Center, Notification Center, improved Multi-tasking, AirDrop®, enhanced Photos, Safari®, Siri® and introduces iTunes Radio<sup>SM</sup>, a free Internet radio service based on the music you listen to on iTunes®.

*\* Network speeds are dependent on carrier networks, check with your carrier for details.*

*\*\* Battery life depends on device settings, usage and other factors. Actual results vary. For more information on iPhone 5c and iPhone5s, please visit: [www.apple.com/iphone](http://www.apple.com/iphone)*

### **About Reliance Communications**

Reliance Communications Limited founded by the late Shri Dhirubhai H Ambani (1932-2002) is the flagship company of the Reliance Group. The Reliance Group currently has a net worth in excess of Rs. 89,600 crore (US\$ 16.5 billion), cash flows of Rs. 9,100 crore (US\$ 1.7 billion), net profit of Rs. 4,300 crore (US\$ 0.8 billion).

Reliance Communications is India's foremost and truly integrated telecommunications service provider. The Company, with a customer base of over 110 million, including over 2.5 million individual overseas retail customers, ranks among the Top 6 Telecom companies in the world by number of customers in a single country. Reliance Communications corporate clientele includes over 39,000 Indian and multinational corporations including small and medium enterprises and over 830 global, regional and domestic carriers.

Reliance Communications has established a pan-India, next generation, integrated (wireless and wireline), convergent (voice, data and video) digital network that is capable of supporting best-of-class services spanning the entire communications value chain, covering over 24,000 towns and 600,000 villages. Reliance Communications owns and operates the world's largest next generation IP enabled connectivity infrastructure, comprising over 277,000 kilometers of fibre optic cable systems in India, USA, Europe, Middle East and the Asia Pacific region.

To find out more, please visit [www.rcom.co.in](http://www.rcom.co.in).

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