

## Press Release

National, October 20, 2018

### **iPhone XR ARRIVES AT VODAFONE IDEA ON OCT 26<sup>TH</sup>**

- Pre-book started – enjoy 48 hour home delivery in select cities post the sale starts
- Vodafone and Idea post-paid customers can avail of lost cost EMI options and enjoy additional benefits of a 20% discount on rental for a year
- Enjoy same benefits on the purchase of newly launched iPhone XS and iPhone XS Max

Vodafone Idea Limited, India's largest telecommunications service provider, today announced it will offer iPhone XR, bringing the latest iPhone innovations to more people. Customers will now be able to pre-order iPhone XR on [Vodafone.in & Ideacellular.com](http://Vodafone.in & Ideacellular.com). The iPhone XR will also be available for purchase starting on Friday, October 26, 2018. For complete pricing details, please visit [Vodafone.in & Ideacellular.com](http://Vodafone.in & Ideacellular.com)

iPhone XR integrates breakthrough technologies from iPhone XS in all-screen glass and aluminium design featuring a 6.1-inch Liquid Retina display, the most advanced LCD in a smartphone, with wide colour support and True Tone for a more natural viewing experience. iPhone XR brings the smartest and most powerful chip in a smartphone with A12 Bionic, a next-generation Neural Engine built for advanced machine learning in everything from photography to augmented reality, the TrueDepth camera system, faster Face ID, an advanced camera system that creates dramatic portraits using a single camera lens, long all-day battery life and six beautiful finishes; white, black, blue, yellow, coral and RED. This new design is splash and water resistant with a rating of IP67 and protects against everyday spills including coffee, tea and soda.

**Vodafone Idea Limited** has introduced exciting offers for Vodafone Red and Idea Nirvana customers. Customers with a rental plan of INR 499 and above can buy the new iPhone on [Vodafone.in & Ideacellular.com](http://Vodafone.in & Ideacellular.com) and avail a **48 hour home delivery** in select cities post the sales start and **20% rental discount** for 1 year. Additionally, the customers can also avail of **low cost EMI options** to pre-order the iPhone XR. Customers can enjoy the same benefits on the purchase of newly launched iPhone XS and iPhone XS Max that are available for immediate purchase.

\*iPhone XR is splash-, water- and dust-resistant, and was tested under controlled laboratory conditions with a rating of IP67 under IEC standard 60529 (maximum depth of 1 meter up to 30 minutes). Splash, water and dust resistance are not permanent conditions, and resistance might decrease as a result of normal wear. Do not attempt to charge a wet iPhone; refer to the user guide for cleaning and drying instructions. Liquid damage not covered under warranty.

#### **About Vodafone Idea Limited**

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is India's leading telecom service provider with over 408 million customers and revenue market share of 32.2% (Q1FY19). With a large spectrum portfolio and number of broadband carriers to support the growing demand for data and voice, the company is committed to deliver delightful experiences to customers and contribute towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. It is developing world-class infrastructure to introduce newer and smarter technologies, making both retail and enterprise customers future ready with innovative offerings conveniently accessible through an ecosystem of digital channels as well as extensive on-ground presence.



Vodafone Idea Limited continues to remain listed on the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE). For more information, please visit: [www.vodafoneidea.com](http://www.vodafoneidea.com)

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