



Press Release:

## **Vi to offer all-new iPhone 13 Pro, iPhone 13 Pro Max, iPhone 13, and iPhone 13 mini for its Customers starting September 18, 2021**

- Vi customers can now pre-order the latest iPhone 13 lineup on Vi App, [www.myvi.in](http://www.myvi.in) and through 270+ retail outlets

**Mumbai, India; September 18, 2021:** Vi, India's leading telecom services provider, offers the best-ever lineup of iPhone including the innovative and elegant iPhone 13 Pro, iPhone 13 Pro Max, iPhone 13, and iPhone 13 mini for its customers in India.

Vi Customers will be able to pre-order the iPhone 13 lineup from September 18, 2021 via [myvi.com](http://myvi.com), Vi App and across 270+ retail outlets in India. iPhone 13 models availability and deliveries will begin from September 25, 2021. For complete pricing and availability details, please visit [www.myvi.in](http://www.myvi.in)

Users pre-ordering iPhone with Vi, will be entitled to get the product on the 1st day of product availability in India in select markets. Also, clubbing this with a unique cash-back proposition for Premium Postpaid REDX Plan e.g. Redx1099, Redx Family 1699 & 2299 with 100% Cash-back of the 1st month rental over 6 months as bill discount. Customers can additionally enjoy host of benefits on REDX including premium entertainment on Netflix, Amazon Prime, Disney+ Hotstar, travel benefits with complimentary International roaming and airport lounge access, premium customer service and much more. Prepaid customers will get double data benefit on Rs.299 recharge along with weekend rollover benefit

For more details on pricing and data plans, please visit [www.myvi.in](http://www.myvi.in)  
View the store list for iPhone 13 pre-booking here: <https://bit.ly/iphonePrebookVi>  
For more details on Apple products, please visit [www.apple.com](http://www.apple.com).

### **About iPhone 13:**

Available in four stunning finishes — graphite, gold, silver, and the all-new sierra blue — iPhone 13 Pro and iPhone 13 Pro Max, introduce an all-new Super Retina XDR display with ProMotion featuring an adaptive refresh rate up to 120Hz, making the touch experience even faster and more responsive. They also introduce the best battery life ever on iPhone with iPhone 13 Pro Max, lasting up to two and a half hours longer in a day than iPhone 12 Pro Max, a new storage capacity of 1TB, and are protected by the Ceramic Shield front cover, tougher than any smartphone glass. With new Ultra-Wide, Wide, and Telephoto cameras, the pro camera system gets its biggest advancement ever capturing stunning photos and video, powered by the Apple-designed A15 Bionic. These technologies enable impressive new photo capabilities like macro photography on the new Ultra Wide camera and up to 2.2x improved low-light performance on the new Wide camera, and new computational photography features like Photographic Styles to personalise the look of images in the Camera app, and Night mode on all cameras. Video



takes a huge leap forward offering Cinematic mode for beautiful depth-of-field transitions, macro video, Time-lapse and Slo-mo, and even better low-light performance. Both models also offer end-to-end pro workflows in Dolby Vision, and for the first time, ProRes, only available on iPhone.

The next generation iPhone 13 and iPhone 13 mini feature a beautiful design with sleek flat edges in five gorgeous new colours — pink, blue, midnight, starlight, and (PRODUCT)RED.<sup>2</sup> Both models feature major innovations including the most advanced dual-camera system ever on iPhone — with a new Wide camera with bigger pixels and sensor-shift optical image stabilization offering improvements in low light photos and videos, a new way to personalize the camera with Photographic Styles, and Cinematic mode, which brings a new dimension to video storytelling. Equipped with the Apple-designed A15 Bionic, iPhone 13 and iPhone 13 mini also boast super-fast performance and power efficiency, longer battery life, a brighter Super Retina XDR display that brings content to life, incredible durability with the Ceramic Shield front cover, double the entry-level storage at 128GB, and an industry-leading IP68 rating for water resistance.

#### **About Vi:**

Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is India's leading telecom service provider. The Company provides pan India Voice and Data services across 4G, 3G and 2G platform. With the large spectrum portfolio to support the growing demand for data and voice, the company is committed to deliver delightful customer experiences and contribute towards creating a truly 'Digital India' by enabling millions of citizens to connect and build a better tomorrow. The Company is developing 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. The Company is listed on National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India.

For more information, please visit: [www.MyVi.in](http://www.MyVi.in) and [www.vodafoneidea.com](http://www.vodafoneidea.com) | Twitter - @Vodaldea\_NEWS