



First of its kind offer for Vodafone customers on Amazon Prime

~ Customers who sign up for a paid Amazon Prime membership via MyVodafone App or website will get ₹250 cashback added to their Amazon Pay Balance~

~ Vodafone India's customers will get access to Amazon Prime's selection of latest and exclusive movies, TV shows, stand-up comedies, kids' programming and global Amazon Originals

~ Amazon Prime offers unlimited free fast delivery on India's largest selection of products, early access to top deals and unlimited streaming of latest and exclusive movies, TV shows and Amazon Originals~

Mumbai, March 19, 2017: Vodafone India is the first telecom operator to partner with Amazon Prime Video India enabling customers to seamlessly access their large selection of latest and exclusive Bollywood, Hollywood and regional movies, US TV shows, kids' programming and global Amazon Originals.

Starting March 22nd, Vodafone consumers can enjoy Amazon Prime with a special consumer offer on its data strong **Vodafone SuperNet™ 4G** network. After subscribing to Amazon Prime via MyVodafone App or Vodafone Website for an annual introductory subscription price of only Rs. 499, **Vodafone customers will get Rs. 250 cashback as their Amazon Pay Balance.** Currently, the offer is available only for Vodafone customers using Android devices.

Inviting Vodafone customers to enjoy Amazon Prime's premium entertainment digital video service on their mobile, **Sandeep Kataria, Director - Commercial, Vodafone India**, said, "The entertainment consumption patterns of customers are rapidly changing. They want more freedom and flexibility in the way they consume content. This partnership with Amazon Prime Video does just that, further strengthening our content proposition and reiterating our commitment to offering the best to our customers along with unique privileges. It makes available a wide range of latest, high-quality movies and TV shows to our millions of customers, giving them exclusive access to a diverse selection of entertainment and rich content with an unparalleled streaming experience on the data strong **Vodafone SuperNet™ 4G** network".

Nitesh Kripalani, Director and Country Head, Amazon Prime Video India said, "We are delighted to partner with Vodafone India to bring this unique offer first to Vodafone customers. At Amazon Prime Video, our focus is on offering latest and exclusive movies and TV shows to customers on a reliable service, with great playback quality and low data usage. This offer further extends our promise of delivering convenient, on-demand access to our large content selection to our customers."

Amazon Prime already offers unlimited free One-day and Two-day delivery to over 100 cities on eligible items from India's largest selection of products, 30 minutes early access for members on top deals and more benefits for an unparalleled shopping experience. Customers who are not already Prime members can learn more about the program at www.amazon.in/prime

About Vodafone India

Vodafone India is a 100% fully owned subsidiary of the Vodafone Group Plc. with operations across the country serving over 204 million customers (over 106 million in rural areas). Commencing operations in 2007, Vodafone is today a robust, award-winning business and committed for the long term. Vodafone Business Services serves the needs of enterprises and government by providing total telecommunications (Voice and Data) solutions across mobility and wireline platforms. Our mobile wallet, M-Pesa is a unique and innovative money transfer service from Vodafone that fosters financial inclusion.

Committed to optimizing the near-ubiquitous reach of mobile telephony to address national developmental priorities, the Vodafone Foundation partners is actively engaged in community development initiatives especially in the domains of m-Women, m-Agriculture, m-Education and Disaster Relief. Building on its global experience and expertise, an outreach across India and offering a comprehensive portfolio of technologies- 2G, 3G & 4G, Vodafone is uniquely positioned to actualize the vision of Digital India.

Globally, Vodafone is one of the world's largest telecommunications companies and provides a range of services including voice, messaging, data and fixed communications. Vodafone has mobile operations in 26 countries, partners with mobile networks in 49 more, and fixed broadband operations in 17 markets. As of 31 December 2016, Vodafone had 470 million mobile customers and 14.3 million fixed broadband customers.

For more information, please visit www.vodafone.com | Follow us on twitter @Vodafone IN_News and visit www.vodafone.in

About Amazon.in

The Amazon.in marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). Amazon.in seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce platform

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.com/about.

Please visit www.PrimeVideo.com or download the Amazon Prime Video app today and sign-up for a 30-day free trial of Prime membership.

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