

## MEDIA RELEASE

# INDIA MOVES CLOSER TO A '2G-MUKT BHARAT' WITH THE 'NEW JIOPHONE 2021 OFFER'

**2 YEARS OF UNLIMITED SERVICES & NEW JIOPHONE @ ₹1,999**

- **FIRST-OF-ITS-KIND OFFER IN INDIA WITH**  
NEW JIOPHONE  
UNLIMITED VOICE CALLS FOR 2 YEARS  
UNLIMITED DATA (2 GB/MONTH) FOR 2 YEARS
- **FOR SAME BENEFIT, CUSTOMERS PAY 2.5X MORE ON OTHER NETWORKS**

**Mumbai, 26<sup>th</sup> February 2021:** JioPhone has ushered an era of transformation for the feature phone users in India and has successfully upgraded more than 100 million users onto the JioPhone platform.

**Despite this, India still has 300 million mobile subscribers trapped in the 2G era.** To accelerate the '2G-mukt Bharat' movement, Jio has launched yet another offer that keeps affordability at the core of it, making the JioPhone and its services accessible to the 300 million feature phone users.

### **CURRENT STATE OF THE 300 MILLION FEATURE PHONE USERS:**

- The existing feature phone users continue to be overcharged, as they are forced to pay:
  - o ₹1.20 to ₹1.50 for every minute of voice call, when affluent smartphone users enjoy free voice calls
  - o ₹45 - ₹50 every month even to keep their connection active and get basic telecom service
- Despite such costly rate for voice calls, these users don't even get access to the internet!

***Speaking on this occasion, Mr. Akash Ambani, Director, Reliance Jio, commented,***

*"There are still 300 million subscribers in India who remain 'trapped' in the 2G era, unable to access basic features of the internet, at a time, when the world stands at the cusp of a 5G revolution.*

*Since the last 4 years Jio has **democratized internet** and passed on the **benefits of technology to every Indian**. Technology no longer remains a privilege of a select few.*

*The **New JioPhone 2021 offer** is another step in that direction. At Jio, we have and will continue to take bold steps to **eradicate this DIGITAL DIVIDE** and welcome every Indian to **JOIN THIS MOVEMENT.**"*

## THE NEW JIOPHONE 2021 OFFER:

### A. NEW USERS:

#### 1. JIOPHONE DEVICE + 24 MONTHS OF UNLIMITED SERVICE FOR JUST ₹1999

- a. **UNLIMITED voice calls**
- b. **UNLIMITED data** (2 GB High Speed Data every month)
- c. **NO RECHARGE needed for 2 years**

#### 2. JIOPHONE DEVICE + 12 MONTHS OF UNLIMITED SERVICE FOR JUST ₹1499

- a. **UNLIMITED voice calls**
- b. **UNLIMITED data** (2 GB High Speed Data every month)
- c. **NO RECHARGE needed for 1 year**

## FOR SAME BENEFIT, CUSTOMERS PAY 2.5X MORE ON OTHER NETWORKS

- JioPhone 2021 Offer = Rs 1999
- Spend on other networks = Rs 5000

Currently, for a feature phone and 2-year service, a user **ON OTHER NETWORK** spends ~ Rs 5,000

- a. Voice service for 2 years = ₹ 3600 (Rs 149 \* 24 recharges)
- b. An average feature phone = ₹ 1200 - 1500

### B. EXISTING JIOPHONE USERS:

#### 1. 12 MONTHS OF UNLIMITED SERVICE FOR JUST ₹749

- a. **UNLIMITED voice calls**
- b. **UNLIMITED data** (2 GB High Speed Data every month)
- c. **NO RECHARGE needed for 1 year**

This offer will be available from 1<sup>st</sup> March, across Reliance Retail and Jio retailers.



### **About Reliance Jio Infocomm Limited:**

Reliance Jio Infocomm Limited, a subsidiary of Jio Platforms Limited, has built a world-class all-IP data strong future proof network with latest 4G LTE technology. It is the only network conceived and born as a Mobile Video Network from the ground up and supporting Voice over LTE technology. It is future ready and can be easily upgraded to support even more data, as technologies advance on to 5G, 6G and beyond.

Jio has brought transformational changes in the Indian digital services space to enable the vision of Digital India for 1.3 billion Indians and propel India into global leadership in the digital economy. It has created an eco-system comprising of network, devices, applications and content, service experience and affordable tariffs for everyone to live the Jio Digital Life. As part of its customer offers, Jio has revolutionised the Indian telecom landscape by making voice calls for Jio customers absolutely free, across India, to any network, and always. Jio makes India the highest quality, most affordable data market in the world so that every Indian can do Datagiri.

### **About Reliance Retail Limited:**

Reliance Retail Limited is a subsidiary of Reliance Retail Ventures Limited (RRVL). RRVL, a subsidiary of Reliance Industries Limited (RIL), is the holding company of all the retail companies under the RIL Group. RRVL reported a consolidated turnover of ₹ 162,936 crore (\$ 21.7 billion) and net profit of ₹ 5,448 crore (\$ 726.4 million) for the year ended March 31, 2020.

Reliance Retail topped the list of '50 fastest-growing retailers globally between FY2013-2018' in the Deloitte's Global Powers of Retailing 2020 index. Reliance Retail secured the 56th spot this year against the 94th rank the previous year and is the only Indian company to be featured in this list.

### **For further information, please contact:**

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