



Amazon Introduces Gaming Benefits for Prime Members in India

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- Prime members in India can now access mobile in-game content like exclusive collectibles, characters, skins, power-ups, in-game currency and Prime-only tournaments at no additional cost
- Gaming benefits from Prime include free content from popular mobile games such as *Mobile Legends: Bang Bang*, *World Cricket Championship*, *Mafia City* and *Words with Friends 2*

Bengaluru, May 6, 2020 – Amazon.in today launched a new Prime benefit for Amazon Prime members, especially created for gaming enthusiasts. Prime members in India can now enjoy an array of mobile gaming content with their Prime membership, including access to free in-game content like collectible characters, upgrades, in-game currency and Prime-only tournaments across mobile games. Beginning today, Prime members can claim content from internationally popular mobile games like *Mobile Legends: Bang Bang* and popular Indian games like *World Cricket Championship*. The content line-up at launch includes a Stadium Unlock for *World Cricket Championship 2*, 50 Gold and 10K Cash for *Mafia City*, an item chest and hero & skin trial cards from *Mobile Legends: Bang Bang* and a Mystery Box from *Words with Friends 2*.

Prime members can also look forward to upcoming content launches from top games like *Ludo King* and more. The selection will be refreshed on a regular basis with new games and content launches planned every month.

Customers can visit the Prime gaming benefits homepage - www.amazon.in/gaming on any device to view the complete list of available and upcoming mobile game content. Games are available to download on all app stores. Prime members can log in with Amazon credentials within the mobile game to access the in-game content and benefits immediately.

The new gaming benefit joins the growing list of Prime benefits for Prime members, including unlimited free shipping, unlimited access to award-winning movies & TV shows with Prime Video, unlimited access to millions of songs, ad-free with Prime Music, a free rotating selection of more than 1,000 books, magazines and comics with Prime Reading, exclusive product launches, early access to Lightning Deals, unlimited 5% reward points with the Amazon Pay ICICI bank credit card and more. To learn more about Prime, go to www.amazon.in/prime.

"With the launch of Prime gaming, we continue to make Amazon Prime more valuable for members in India. We recognize the need for in-game content by mobile gamers to enhance their playing experience and are delighted to provide access to this content FREE to Prime members. We will continue to add new in-game content for other popular games, with frequent content refreshes," said Akshay Sahi, Director & Head of Prime, Amazon India. He further added that the #PlayApartTogether initiative by World Health Organization (WHO) is a reminder that even while it's crucial we keep our distance from one another given the prevailing global health circumstances, we can keep enjoying the games we love and stay connected with people online.

Every Day Made Better with Prime

Prime is designed to make your life better every single day. Over 150 million paid Prime members around the world enjoy the many benefits of Prime. In India, this includes unlimited free shipping, unlimited access to award-winning movies & TV shows with Prime Video, unlimited access to millions of songs ad-free with Prime Music, a free rotating selection of more than 1,000 books; magazines and comics with Prime Reading, exclusive product launches, early access to Lightning Deals and more. Go to www.amazon.in/prime to learn more about Prime.

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.

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