



Discover Joy as Amazon Unboxes Prime Day 2020 Deals

August 3, 2020

- Discover Joy with Great Deals, New Product Launches, Blockbuster Entertainment and more on Prime Day, this August 6 & 7
- Prime members can enjoy thousands of deals across Smartphones, Consumer Electronics, TVs, Appliances, Amazon Devices, Fashion & Beauty, Home & Kitchen, Furniture, Everyday Essentials and more
- Get your hands on top deals through Flash sales every 2 hours across Smartphones, TV, Large appliances, Furniture, Headphones, Video games and Toys.
- Over 300 new product launches from top brands such as Samsung, Prestige, Intel, Fabindia, Dabur, Voltas, Godrej, Jabra, Titan, Max Fashion, JBL, Whirlpool, Philips, Bajaj, Usha, Decathlon, Hero Cycles, Eureka Forbes, Sleepwell, L'Oréal Paris, OnePlus, IFB, Microsoft Xbox, Adidas, Xiaomi, Boat, Borosil, Milton, Sony and more available in India first to Prime members
- Explore over 150 Prime exclusive product launches from Small & Medium Businesses (SMBs) including beauty products from Khadi, gluten free range from Harvest Bowl, high back chairs from Orka, immunity boosting Ayurvedic juices from Kapiva, vlogging accessories such as ring light from Osaka and many more
- Discover Joy early, in partnership with thousands of small businesses including artisans, women entrepreneurs, emerging Indian brands and local store owners from programs like Karigar, Saheli, Launchpad and Local shops. During the lead up to Prime Day, members can avail great deals, cashbacks and early offers for shopping from 4 crore+ unique products offered by small businesses.
- Save Big with 10% instant discount with HDFC Bank Debit & Credit cards & EMI Transactions.
- Make Prime more rewarding with Amazon Pay. Enjoy secure, fast payments and daily rewards with Amazon Pay. This Prime Day get rewards of Rs.2000+ on your everyday essential payments and shopping with Amazon Pay. Members can enjoy 5% reward points + 5% instant discount on Prime Day purchases with the Amazon Pay ICICI Bank Credit Card.

Bengaluru, August 03, 2020 – Amazon prepares to kick off Prime Day in India at midnight on Thursday, August 6 2020, that will run for 48 hours, offering Prime members two full days of the best in shopping, savings and blockbuster entertainment from the comfort and safety of their homes. With new deals starting at regular intervals through Prime Day, Prime members can shop for amazing selection of products organized across *Smartphones, Consumer Electronics, TVs, Appliances, Amazon Devices, Fashion & Beauty, Home& Kitchen, Everyday Essentials and more*. Not a member yet? Join Prime for INR 129/month at amazon.in/prime to enjoy Prime benefits such as free delivery, unlimited video, ad-free music, exclusive deals, free in-game content on popular mobile games, and more.

Prime Day 2020 Deals Sneak Peek

Smartphones and accessories

- OnePlus Nord 8GB/128GB Blue Marble & Gray Onyx and 12GB/256GB Gray Onyx go on sale
- Special flash sales on Prime Day –
- Redmi 9 Prime, Redmi Note 9 Pro, Redmi Note 9 & Redmi Note 9 Pro Max on flash sale at 10 am, 12 noon, 2 pm and 4 pm respectively on Aug 6
- Honor 9A on flash sale at 11 am on Aug 6
- Redmi Note 9 Pro, Redmi Note 9 & Redmi Note 9 Pro Max on flash sale at 12 noon, 2 pm and 4 pm respectively on Aug 7
- Up to 40% off on mobiles and accessories from top brands
- No Cost EMI starting only at ₹1,665/month on Premium smartphones
- Up to ₹13,500 off exchange on top brands
- Up to ₹4,000 off on OnePlus
- Up to ₹7,000 off on Xiaomi
- Up to 6 months No cost EMI on Samsung M series smartphones
- Up to ₹25,000 off on Flagship Samsung smartphones and additional exchange offers up to ₹4,000
- Up to ₹10,000 off on Apple with great offers on iPhone 11, iPhone 8 plus
- Up to ₹14,000 off on OPPO smartphones and No cost EMI up to 9 months
- Up to ₹6,000 off on Vivo smartphones and No cost EMI up to 9 months
- Up to 70% off on Power banks, earphones and other mobiles accessories
- Mobile accessories starting ₹99

Consumer Electronics

- Up to 60% off on electronics and accessories
- Up to 70% off on Cameras & accessories
- Up to 70% off on Headphones
- Up to ₹30,000 on Laptops
- Fitness trackers starting ₹999
- Up to 60% off on Smartwatches
- Up to 50% off on Printers
- Up to 40% off on Tablets
- Up to 40% off on Gaming accessories
- Up to 60% off on Speakers
- Up to 70% Off on Data Storage devices
- Up to 60% Off on High Speed Routers
- Up to 60% off on Computer components
- Up to 60% off on Soundbars
- Up to 50% off on monitors
- Up to 60% off on Wi-Fi smart home security cameras
- Up to 70% off on Musical Instruments and Accessories
- Up to 60% off on stationery, school supplies and office product

TV & Large Appliances

- Air conditioners | up to 40% off, NCEMI starting ₹1419/month
- Refrigerators | up to 40%, NCEMI starting ₹849/month
- Washing machines | starting ₹6,399, NCEMI starting ₹769/month
- Microwaves | Up to 45% off, NCEMI starting ₹459/month
- Chimneys | Up to 60% off, NCEMI starting ₹333/month
- Televisions | Up to 60% off on Smart TVs, NCEMI starting ₹799/month

Amazon Devices

- Get the best ever deals on Echo, Fire TV, Kindle e-readers and more this Prime Day
 - **Flat 60% off** on Echo Dot + smart colour bulb bundle
 - **Flat 40% off** on Fire TV Stick and Fire TV Stick 4K
 - **Up to ₹8000 off** on Echo Smart Displays
 - **Flat 50% off** on Echo Plus
 - **Up to ₹4000 off** on Kindle e-readers
- Pay your electricity, mobile, internet & other bills faster with Alexa on your Amazon shopping app* and stand a chance to win an Echo Show 5

(*valid on Android app only)

- Time to make your home smarter. Get an Alexa exclusive incentive on Wipro smart bulbs when you shop from any Amazon Echo device. Just say, “*Alexa, buy Wipro smart bulb*”

Amazon Fashion

- Up to 70% off from over 1000+ fashion brands and more!
- Up to 70% off on clothing
- Up to 70% off on Footwear
- Up to 70% off on Watches & Jewelry
- Up to 70% off on Luggage & Backpacks
- Up to 60% off on Cloth masks
- Up to 70% off on Sunglasses & Computer Anti-Glare Glasses

Home & Kitchen

- Up to 70% off on Kitchen appliances
- Up to 70% off on Cookware & Dining
- Up to 70% off on Home & Décor
- Up to 40% off on Water Purifiers
- Prestige 4 Jar Mixer Grinder at 2799/-
- Flat ₹2,456 off on Prestige Mixer Grinder
- Minimum 50% off on Maspar bedsheets

- Minimum 30% off on Kore Dumbbell kits

Furniture

- Up to 70% off on Furniture
- Up to 60% off on Work from Home furniture
- Up to 60% off on Home storage and organization
- Up to 70% off on Home furnishing
- Up to 70% off on mattresses

Daily Essentials

- Get fit with up to 50% off on Sports Supplements from Big Muscles, Muscleblaze & more
- Stay healthy with up to 55% off on immunity & wellness supplements
- Up to 50% off on Healthcare & mobility aids
- Up to 35% off on laundry products & cleaning supplies
- Indulge in your favourites: Maggi, Cadbury & more with up to 20% off on the range
- Enjoy your morning cup of tea & coffee with up to 40% off on beverages
- A healthy start to a healthy day: Up to 40% off on breakfast essentials
- Happy Babies with up to 55% off Diapers & Wipes from top brands
- Up to 40% off Baby Bath & Skin care range
- Up to 40% off breast pumps, sterilizers and more
- Up to 60% off on Health care devices: Oximeters, BP monitors & more
- Up to 50% off on Massagers & wellness devices
- Up to 15% off on Pet Food Products
- Up to 40% off on Pet Grooming Products

Beauty and Personal Care

- Be beautiful with up to 60% off on Skincare & Haircare
- Up to 60% off on Bath Shower & Fragrances
- This Prime Day get gorgeous with up to 60% off on Make up
- Make your day with up to 50% off on Perfumes
- Get the look with Up to 20% off on Professional Beauty products
- Experience indulgence with Up to 30% off on luxury skin & hair products
- Get the new look with up to 50% off on Men's & Women's grooming products

Books, Games, Toys & More

- Up to 50% off on Books, Toys, gaming & more
- Up to 50% off on books & e-learning
- Save minimum 20% on Indoor toys from top brands
- Up to 40% off on top board games from Hasbro & Mattel
- 2000+ exciting deals across learning toys, games, vehicles & more
- Up to 60% off on books & e-learning
- Up to 50% off on Video games
- Up to 65% off on Anti-Virus software
- Xbox One S 1TB | Flat ₹1000 off

Audible

- On Prime Day, get 6 audiobooks free instead of 3 audiobooks on your 90-day trial. Offer valid on all titles including several bestsellers like Sapiens, Ikigai, The Subtle Art of Not Giving a F*ck and Rich Dad Poor Dad

Buy hand-crafted heritage products from artisans and weavers from Amazon Karigar:

- Up to 60% off on hand-block printed Kurtis and home furnishing from Jaipur
- Up to 45% off on handloom sarees
- Up to 40% off on handcrafted home décor from across India
- Up to 70% off on handcrafted footwear from Kolhapur
- Up to 35% off on handloom dupattas from Banaras

Get authentic handloom and handicrafts from government emporiums:

- Up to 20% off on Tantuja, West Bengal
- Up to 15% off on APCO Handlooms, Andhra Pradesh

Shop exciting deals and offers from women entrepreneurs from Amazon Saheli:

- Up to 40% off on grocery and gourmet products from Sirimiri and Spicy carte
- Up to 50% off on fashion jewelry from Swara Creations
- Up to 20% off on office and stationery products by Greensouls
- Up to 40% off on home and décor products from women-led startups

Grab exciting deals and offers from innovative and emerging brands and start-ups from Amazon Launchpad:

- Flat 25% off on healthcare essentials from Dr. Vaidya
- Up to 65% off on home electronics and wireless accessories by XECH
- Up to 60% off on protective safety equipment by LuzuLiyo
- Up to 20% off on Kayos natural beauty and healthcare essentials
- Up to 80% off on clothing by Chkokko
- Up to 70% off on home & kitchen necessities by Callas
- Up to 75% off on decorative Lightings by DesiDiya
- Up to 55% off on eco-friendly gifting products by BioQ
- Up to 70% off on cases and covers by Daily Objects
- Up to 70% off on Eyewear by Intellilens
- Up to 30% off on men's grooming essentials from The Man Company
- Up to 20% off on Premium Tea and Coffee products from TGL Co.
- Up to 15% Off on Jus' Amazin Seeds and Nut Butters
- Up to 50% off on Handmade Gifts by Crack of Dawn Crafts
- Up to 50% off on Electronics and PC Accessories by Adcom
- Up to 65% off on Protective Equipment & Safety Apparel by Bon Organik

Offers by small and medium businesses & Local Shops:

- Flat 50% off on decorative lights and lamps from Homesake
- Minimum 60% off on treadmills by Stunner fitness
- TWS noise cancelling headsets, from Kapa, starting Rs. 999
- Minimum 70% off on Fostelo Handbags
- Up to 65% off on Abbie's cooking supplies range
- Up to 40% off on Ayurvedic wellness products from Kapiva
- Pack of 3 t-shirts at Rs. 399 from AWG
- Mobile cases and covers starting Rs. 99
- Up to 30% off on healthy treats from Yogabar
- Up to 60% off on La Forte appliances
- Launch offer of 30% off on Gnt chargers from Stuffcool
- Up to 50% off on Beanbags by Orka

Amazon Programs

- **Amazon Pantry** - Stock up & Save 60% on Monthly Groceries on Amazon Pantry
- **Amazon Fresh** - Get ₹350 cashback on fruits, vegetables and more

Prime Day 2020 New Product Launches

- **Smartphones**
 - Samsung Galaxy M31s
 - Redmi 9 Prime
 - OnePlus Nord – 12GB/256GB Blue Marble launch; 8GB/128GB Blue Marble & Gray Onyx and 12GB/256GB Gray Onyx go on sale
 - Redmi Note 9 – Now in Scarlet Red
 - Honor 9A
 - OPPO A52 – Now in 8+128 GB
 - Tecno Spark 6 Air
- **TV & Large Appliances**
 - Whirlpool Bottom mount refrigerators

- IFB 6&7 Kg five-star front load washing machine
- Sony Bravia 4K Android TVs
- Hisense Premium Android TV range
- eAirtec HD ready TVs
- Kodak full range of certified Android LED TVs
- Dylect HD Smart LED TV
- LG Direct drive inverter motor washing machine
- Samsung Hygiene steam wash – washing machine

- **Electronics**

- Intel powered Laptops from Lenovo, HP & more
- boAt wireless headphones and audio devices
- AMD powered laptops
- Noise NAV smartwatch with GPS
- SSDs, Hard Drives and Gaming Drives by Seagate
- Sony WF-1000X M3 truly wireless headphones
- Sony ZV-1 Vlogging Camera
- Harman/Kardon audio devices
- LG's range of gaming and 5k monitors
- Wacom graphic tablet
- Navneet and Faber Castell Craft Kits and Combos

- **Amazon Fashion**

- Max unveils new collection in clothing, footwear & accessories
- Latest collection in sportswear by New Balance
- Men and women's clothing by American Eagle
- Launch of Titan's first full touch smart watch, Connected X

- **Beauty and Personal Care**

- Philips personalized hair care with SenseIQ technology | Starting Rs.8995
- Exclusive Marathon range of Shower Gel & Roll Ons from Nivea
- Exclusive range of Shampoos from L'Oréal Paris
- New launches in Men's trimmer range from Vega

- **Daily Essentials**

- Bigmuscles Nutrition Protein Whey Protein
- Dabur Apple Cider Vinegar
- Saffola Fittify Weight Management Kit
- New launches in Baby gift sets from Pigeon
- Exclusive line of natural ingredients'-based baby care products from Dabur
- The Mom's Co launches Natural Foaming Hand Wash | Cleans Dirt and Bacteria | Non-Drying Hand Wash
- Shampoos for your pets from Captain Zack
- Vegan pet food from Heads up for tails

- **Home, Furniture & Kitchen Appliances**

- 200+ new launches in Home & kitchen category
- New Range of Aquaguard water purifiers with the goodness of copper
- Alexa enabled smart lighting by Wipro | Made in India
- Sports & outdoor gear from Decathlon
- Power tools & toolkits from Black & Decker
- Cocoon mattress, bed & more from Sleepwell

- **Media**

- Xbox One X Cyberpunk Limited Edition Bundle
- Chaturanga: Prequel to Baahubali by Anand Neelakantan
- 25+ New titles from top publishers like Westland, Pearson, McGraw Hill Education
- 20+ New designs in Video Game accessories from top brands
- 50+ New courses from Udemy & Toppr

- **Toys**

- 500+ new launches across vehicles, collectibles, dolls, learning toys, games from brands Barbie, Smartivity,

- Hasbro, Shumee, Funko, Funskool, Shifu & more
- o 10+ New & exciting range of Peppa pig toys from Shumee
 - o Enter the world of Maps and Dinosaurs: Latest augmented reality learning toys from Shifu

More Ways to shop, save and get rewarded this Prime Day

- **Make Prime Day more rewarding with Amazon Pay** – Enjoy secure and fast payments with daily rewards using Amazon Pay. This Prime Day get rewards of Rs.2000+ on your everyday essential payments and shopping with Amazon Pay.
- **Shopping gets more affordable:**
- Save Big with 10% instant discount with HDFC Bank Debit & Credit cards & EMI Transactions.
- Get flat 5% Reward Points & 5% instant discount with Amazon Pay ICICI Bank credit card on Prime Day.
- Extend your budget with No cost EMI on credit cards, Debit cards, Bajaj Finserv & Amazon Pay Later.

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, access to free in-game content and benefits with Gaming with Prime, 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 marketplace.

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