



## Amazon introduces Prime Fridays – Amazing offers, epic savings and more for Prime members every Friday throughout the Great Indian Festival 2021

October 7, 2021

*Prime Fridays start Oct 8<sup>th</sup>, every Friday till the end of the month-long festive celebration this Great Indian Festival (GIF)*

**Bengaluru, October 7, 2021** – Amazon India today announced the launch of 'Prime Fridays' for Prime members throughout this Great Indian Festival. Starting October 8<sup>th</sup>, Prime members can enjoy amazing offers, epic savings, shopping benefits across categories, entertainment on Prime Video and Prime Music, and much more throughout the month-long festive celebrations.

Prime Fridays brings together the best of Prime on a single day when Prime members can look forward to a host of exciting offers and savings across categories, including Smartphones, Consumer Electronics, TVs, Appliances, Amazon Devices, Fashion & Beauty, Home & Kitchen, Furniture, Everyday Essentials, and more, along with additional value in the form of extended warranty and screen replacement, No cost EMI options, Apay rewards, new releases and trailers on Prime Video, Diwali special playlists on Prime Music, Prime exclusive cashbacks and free delivery from top restaurants on Amazon Food, and more.

### More Reasons to love Prime this festive season

Prime Fridays offer the best of shopping, savings, and entertainment to make this festive season more fun and convenient. Here's a sneak peek of what's in store for Prime members:

### Shopping

- **Exclusive shopping and saving every Friday** - Starting 12 midnight on October 8 and thereafter all Fridays of the month
- **Best Deals** across smartphones, consumer electronics, appliances, TVs, kitchen, daily essentials, toys, fashion, beauty, and more
- **Smartphones and Mobile Accessories**
  - INR. 1,000 off with Coupons + 6 months Free Screen Replacement on Samsung Galaxy M52 5G
  - Extra INR.2,500 off with HDFC Bank Cards + 6 months Free Screen Replacement on iQOO Z3 5G
  - Flat INR 3,000 off + 10% off with HDFC Bank Cards and 6 months Free Screen Replacement on Redmi Note 10S
- **Consumer Electronics**
  - Additional 3 months NCEMI and INR 500 off on select Intel Laptops
  - boAt airdopes 441 available at INR 2499 with additional INR 100 off only
  - Additional upto INR 300 off on smartwatches by Amazfit
  - Additional 3 months No Cost EMI on premium Sony over-the-ear headphones
- **Home Entertainment & Home Appliances**
  - 1000 off with Coupons on Acer 43 4K & 55 4K TV respectively
  - 1000 off with Coupons on LG 43 4K TV
  - Haier 570 L Side by Side Refrigerator at 59990 + Extra Rs. 1500 coupon
  - IFB 6.5kg Fully Automatic Front Loading Washing Machine at 24790 + Extra Rs. 1300 coupon
  - Voltas 1.4 Ton 5 Star Inverter Adjustable Split AC at 38590 + Extra Rs.1000 coupon
  - Additional NCEMI tenure of min 3 months only for Prime members on select appliances from Samsung and Godrej
  - Additional NCEMI tenure only on HDFC bank cards on select appliances
- **Amazon Fashion & Beauty**
  - Up to 50% off + Extra 10% off with coupons on watches by Daniel Wellington
  - Up to 50% off on Max Fashion + Extra 5% off with coupons
  - Silver Jewellery: Up to 60% off + extra up to 10% off with coupons
  - Up to 40% off + Extra up to 10% off with coupons on products from Colorbar
  - Free gift + Extra 5% off with coupons on products from Forest Essentials
- **Daily Essentials & Personal Care**
  - Up to 40% off +extra 5% off with coupons on supplements from Big Muscles Nutrition
  - Sweet start to Diwali gifting with extra 5% coupons on Cadbury
  - Up to 55% off on Diapers and Wipes + Extra 10% off on your first baby products purchase
  - Extra 5% off with Coupons on Scotch Brite Mops
  - Extra 5% off on Nova Trimmers and Grooming Kits

- **Furniture**
  - Up to 60% off+ 5% off with coupon on furniture from Home Centre
- **Books, Hobbies, Gaming and Toys**
  - Extra 5% off on Hasbro Gaming and Extra Rs.100 off on Microsoft Xbox
  - Extra 5% off on Indian Language Books
- **Get the week's best deals on Echo and Fire TV devices during Prime Fridays**
  - Prime members can start their smart home journey with the lowest price on Echo Dot (3rd Gen) and 12W Smart bulb combo
  - Stay entertained with Prime Video and Prime Music on the best of Alexa devices – Prime members can save up to INR 800 extra on Echo Dot 4th Gen and Fire TV stick combo

## **Savings**

- **Save big on your Prime Friday purchase**
  - Prime members can look forward to 10% Instant Discount from Top Bank partners during Prime Fridays; starting with 10% Instant Discount on HDFC Bank Credit & Debit Cards & EMI transactions
- **Make Fridays more rewarding with Amazon Pay**
  - On Prime Fridays, Prime members will get up to INR.1,450 back incrementally by availing exciting offers including flat INR.100 back on shopping for INR.1,000 with Amazon Pay Later
  - Travel gets more rewarding with 12% cashback up to Rs.350 on booking bus tickets and flat Rs.45 back on train tickets. Prime members will also enjoy unlimited 5% cashback every time they shop with their Amazon Pay ICICI Bank credit card, along with additional rewards worth Rs.1,000 on sign-up

## **Entertainment and More**

Prime members can celebrate their Fridays with exclusive blockbuster entertainment launches from Prime Video, Prime Music and Prime Reading.

- Access to new releases and trailers on Prime Video including the second edition of stand-up comedy series "One Mic Stand", Emraan Hashmi starrer supernatural-horror movie 'Dybbuk', Kannada movie - 'Rathnan Prapancha' and international titles including documentary 'Justin Bieber: Our World', teen horror drama series 'I Know What You Did Last Summer', special series 'Maradona: Blessed Dream' and Dev Patel-starrer 'The Green Knight'
- Amazon offers on Amazon Food with Prime exclusive cashbacks and free delivery from top restaurants on Amazon Food, and more
- Prime Music Diwali special playlists

Prime is enjoyed by more than 200 million Prime members in 23 countries including India. Not a member yet? Join Prime for INR 999/year or INR 329 for three months at [amazon.in/prime](https://amazon.in/prime) to enjoy Prime benefits such as free, fast delivery, unlimited video, ad-free music, exclusive deals, free in-game content on popular mobile games, and more. Additionally, 18-24-year-old customers can also avail the Youth offer on Prime memberships and get 50% off through the two choices of plans. Customers can avail this offer by signing up for Prime and verifying their age to instantly receive 50% cashback.

## **Every Day Made Better with Prime**

Prime is designed to make your life better every single day. Prime offers the best of shopping and entertainment to more than 200 million paid members around the world. In India, this includes unlimited free shipping, unlimited access to award-winning movies & TV shows with Prime Video, unlimited access to more than 75 million songs, ad-free and millions of podcast episodes with Prime Music, a free rotating selection of more than 3,000 books, magazines and comics with Prime Reading, access to free in-game content and benefits with Gaming with Prime, new product launches, early access to Lightning Deals and more. Go to [www.amazon.in/prime](https://www.amazon.in/prime) to learn more about Prime.

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