



Alexa Anniversary Deals: Grab up to 60% off on Echo, Fire TV, Alexa smart home combos, and more!

February 27, 2023

#AlexaTurns5, celebrations powered by iQOO Neo7 5G

Bengaluru, India — 27 February 2023 Amazon is celebrating five years of Alexa's launch in India. The AI has catered to millions of Indian customers over the years and become a trusted companion to play music, control smart home appliances, get information, set up alarms and reminders, pay bills, engage in fun banter, and much more.

To mark this milestone, Amazon will be offering discounts and special deals on its best-selling Alexa devices that include Echo smart speakers and Fire TV devices. These deals will be available for 72 hours; from 12:00 AM on 2nd March 2023 till 11:59 PM on 4th March 2023. Visit [this page](#) on 2nd March to shop and discover exciting things to try and get more out of your Alexa-enabled device.

Customers can also shop from a curation of smart home gadgets and Alexa built-in devices from brands such as boAt, Noise, Philips, Syska, and more.

Here are the offers to look out for:

Grab Amazon's Echo smart speakers and buds at incredible offers:

- Flat 38% off on Echo Show 5 (2nd Gen). Get it for ~~₹8,999~~ ₹5,499
- Flat 45% off on Echo Dot (3rd Gen). Get it for ~~₹4,499~~ ₹2,449
- Flat 15% off on Amazon Echo (4th Gen). Get it for ~~₹9,999~~ ₹8,499
- Flat 50% off on Echo Buds with Alexa (with wired charging case). Get it for ~~₹11,999~~ ₹5,999

Upgrade to the smart way of living with these deals:

- Flat 60% off on Alexa Smart Home combo - Echo Dot (3rd Gen) + Philips smart bulb. Get it for ~~₹6,498~~ ₹2,599
- Flat 44% off on Alexa Smart Home combo - Echo Dot (4th Gen) + Philips smart bulb. Get it for ~~₹6,498~~ ₹3,599
- Up to 43% off on Echo Show 5 Smart Home Combos
- Up to 60% off on Echo Dot (3rd Gen) Twin-Pack + Smart Bulb
- Up to 30% off on Amazon Echo (4th Gen) Smart Home Combos

Elevate your entertainment experience with up to 44% discounts on Fire TV devices:

- Flat 44% off on Fire TV Stick with Alexa voice remote. Get it for ~~₹4,999~~ ₹2,799
- Flat 35% off on Fire TV Stick 4K Max. Get it for ~~₹6,499~~ ₹4,199
- Flat 31% off on Fire TV Cube. Get it for ~~₹12,999~~ ₹8,999

Avail exciting additional benefits with the purchase of Echo and Fire TV devices:

- Get ₹500 cashback on buying Echo and Fire TV stick together
- Get 3 months Audible membership at no extra cost on buying any Echo device

Offers by third party brands on their devices with the comfort of Alexa built-in:

- Up to 40% off on top brands with Alexa built-in devices by boAt, Noise, Fastrack, and more
- Up to 60% off on boAt Alexa built-in smartwatches

About Amazon

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