



## MEDIA RELEASE

# JIOPHONE MOVEMENT ACCELERATES TOWARDS MAKING INDIA THE LARGEST INTERNET USER COUNTRY

CONNECTING THE NEXT **50 CRORE UNCONNECTED INDIANS**  
**EFFECTIVELY FREE JIOPHONE**, TILL OFFER LASTS  
**FREE VOICE AND UNLIMITED DATA AT Rs 49** FOR 28 DAYS, EXCLUSIVELY FOR  
JIOPHONE USERS

**Mumbai, 25<sup>th</sup> January 2018:** Reliance Jio Infocomm Ltd. (“Jio”) announced today that this Republic Day will mark an acceleration towards achieving the vision of Digital Freedom for the 50 Crore feature phone users of India. Currently, they can neither afford even the cheapest 4G LTE smartphone, nor the exorbitant cost of data and voice charged for 2G services. Consequently, they are unable to avail benefits of a smartphone and the digital ecosystem unlocked by a 4G LTE connection. **This digital disempowerment and unfairness must end.**

This shall be achieved in three ways – Connectivity, Data Affordability and Device Affordability.

**First, Connectivity:** India is leapfrogging from a 2G internet and voice era to a Digital Life. With Jio’s network expected to cover 99% of India’s population this year, India’s 4G coverage will be more than 2G coverage in the country. **High quality and affordable data will be within the reach of the common man.**

**Second, Data Affordability:** Tariffs charged for feature phone users continue to be exorbitant, while their smartphone counterparts on Jio enjoyed free voice calls and High Speed Data at the most affordable tariffs. The high feature phone tariffs make it impossible for them to even think of using data, let alone avail advanced data services like video calling, mobile video and mobile applications. Jio has made data affordable for everyone.

This Republic Day will mark the launch of yet another unprecedented plan exclusively for JioPhone users that will ensure affordable services for every Indian. JioPhone users will enjoy free voice calls and unlimited data (1GB at high speed) for **28 days at a price of only Rs. 49**. Jio is also introducing affordable data add-ons at Rs 11, 21, 51 and 101.

**Third, Device Affordability:** Even an entry-level smart phone costs between Rs 3,000 to Rs 4,500 making it unaffordable for feature phone users to upgrade to a smartphone. We cannot idly stand by when such a large proportion of our fellow citizens are unable to participate in the digital revolution sweeping the nation. **This is the reason why we have introduced the effectively FREE JioPhone offer.**

JioPhone is not just an innovative product, **it is the beginning of a movement.** A movement where every Indian will fulfil her dreams and collectively take India to global leadership.

**Reliance Jio Infocomm Limited:** CIN U72900MH2007PLC234712

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**Come, be a part of the movement and get your effectively FREE JioPhone, while offer lasts.**

JioPhone will be available at your nearest retailer as well as for online ordering through MyJio App or Jio.com.

**About Reliance Jio Infocomm Limited:**

Reliance Jio Infocomm Limited (“Jio”), a subsidiary of Reliance Industries Limited (“RIL”), 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 will bring transformational changes in the Indian digital services space to enable the vision of Digital India for 1.2 billion Indians and propel India into global leadership in digital economy. It has created an eco-system comprising 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.

**Reliance Jio Infocomm**

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