



MEDIA RELEASE

LAUNCH OF THE 'KUMBH JIOPHONE' AS A TRIBUTE TO THE WORLD'S LARGEST CONGREGATION OF PILGRIMS

SAARA KUMBH AAPKE SAATH, JAB JIOPHONE HO AAPKE HAATH

Mumbai, 7th January 2019: JioPhone was launched with the objective of empowering every Indian with the power of digital services, especially those, who could not afford a smartphone. Standing true to its promise, JioPhone is back with yet another revolutionary innovation, the Kumbh JioPhone that will provide value that goes beyond the ordinary.

Kumbh is the largest human congregation in the world, with over 130 Mn pilgrims taking a holy dip over 55 days. During this Kumbh, JioPhone is introducing a digital solution that will enrich the spiritual experience of millions of pilgrims during the divine holy dip.

The Kumbh JioPhone, a unique and differentiated offering, is being introduced to honour this revered tradition of India. The **Kumbh JioPhone** along with the power of Jio 4G data will ensure that the Kumbh pilgrims can make the most of their pilgrimage. **Kumbh JioPhone** offers a suite of benefits especially designed for the needs of the pilgrims:

1. End to End Rich information services about Kumbh

- a. Information on Kumbh
- b. Real-time Travel Information (special trains, buses etc.)
- c. Booking tickets & receiving updates
- d. Yatri Ashray at stations
- e. Emergency Helpline Numbers
- f. Area routes and Maps
- g. Pre-published bath and religious day schedules
- h. Railway Camp Mela & much more...

2. Features & Functionalities to simplify life at Kumbh

- a. **Family Locator:** Helping you to always stay close to your near and dear ones by finding their exact location
- b. **Khoya Paya (Lost & Found):** Helping you to reunite with your family and friends, in case you are not able to trace them

3. Kumbh Devotional Content

- a. **Kumbh Darshan:** Telecast of special Kumbh events and programs on JioTV along with previous archives of Kumbh
- b. **Kumbh Radio:** 24 X 7 access to devotional songs and hymns that keep you connected with the almighty

4. News Alerts

- a. Important alerts and announcements in and around Kumbh at your fingertips

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5. Entertainment

- a. **Games:** Many games to entertain you during your visit and afterwards
- b. **Daily Quiz:** Engage and win lots of exciting prizes by simply participating in the daily Kumbh Quiz and answering questions of your interest

These additional features are over and above the JioPhone core offerings that have already transformed the digital landscape in the country:

1. **Free voice calls:** Free Local, STD and Roaming calls to any network, from anywhere in India
2. **Unlimited Internet:** The best quality internet at the lowest price globally
3. **World's Best Applications:**
 - a. JioTV
 - b. JioCinema
 - c. JioSaavn music
 - d. JioGames
 - e. Facebook
 - f. Whatsapp
 - g. YouTube
 - h. Google Maps & many more
4. **Google's Voice Assistant:** Simply talk to your phone and ask it to do anything, without having to type.

Reliance Spokesperson said, *"JioPhone is at the centre of innovation and the Kumbh JioPhone initiative continues to demonstrate our focus on bringing disproportionate and true value for the JioPhone consumers. The JioPhone has become the largest selling phone in India simply because of the value it translates into and the features it offers. We are proud of the fact that everyone in India can now get access to a smartphone at as low as Rs 501 with features and functionalities that are Made in India, Made for India and Made by India."*

Jio is working closely with the UP Police & KASH IT to ensure the above experience is delivered.

THE KUMBH FUNCTIONALITY:

- The new Kumbh functionality will be available to both existing and new JioPhone users
- Users can get to the Kumbh functionalities through the JioStore on the JioPhone
- Reliance Retail has created a special helpline number '1991' to answer queries on the JioPhone

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.

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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.

About Reliance Retail:

Reliance Retail Limited (RRL), a subsidiary of Reliance Industries Limited (RIL), opened its first retail store in November 2006, and operates 9146 stores across more than 5800 towns and cities with an area of over 19.5 million sq. ft. and 512 petro retail outlets as on 30th September, 2018. Reliance Retail is India's largest retailer in the country and has established leadership position across various focus sectors. Reliance Fresh, Reliance Digital and Reliance Trends are market leaders with the largest number of showrooms in their respective consumption segments.

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