

Reliance Jio has introduced a special one-time JioPhone Diwali 2019 offer. As part of this offer, the company is making the JioPhone available for a special price of Rs 699 as against the current price of Rs. 1,500. This translates into a saving of over Rs 800.

According to the company, this price is far lower than many of the current 2G feature phones in the market. As such, the final barrier that has prevented feature phone users from upgrading to 4G services is now eliminated.

Against a commitment of Rs 700, that a JioPhone customer invests to buy a JioPhone and migrate from a 2G to 4G data, Jio is promising to make an investment from its side.

For JioPhone customers who join Jio through the Diwali 2019 offer, Jio will offer data benefits valued at Rs 700. For first 7 recharges that the customer does, Jio will additionally add Rs 99 worth of data.

The savings of Rs 800 on the JioPhone and the Rs 700 worth of data totals to a benefit of Rs 1,500 on every JioPhone.

Commenting on the development, Mukesh D. Ambani, chairman and managing director of Reliance Industries Limited, said, "Jio will ensure that no Indian is deprived of affordable internet and the fruits of the digital revolution. By offering the 'JioPhone Diwali Gift', we are making an investment of Rs 1,500 towards bringing every new person from the bottom of the economic pyramid into the internet economy. This also shows our commitment to the success of our Prime Minister Narendra Modi's visionary Digital India Mission."

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