



MEDIA RELEASE

JIO FAMILY 100 MILLION STRONG IN 170 DAYS ANNOUNCES LAUNCH OF 'JIO PRIME MEMBERSHIP' UNLIMITED DATA CONTINUE HOYENGA

Mumbai, February 21, 2017: Reliance Jio Infocomm Ltd. (“**Jio**”) announced today that the Jio family of subscribers is a 100 million strong! Jio’s offering saw record additions of 7 new members per second, every single day for the last 170 days, enabling it to cross the 100 million mark within six months of commencement of services. This is the fastest achieved by any start-up technology company in the world including the likes of Facebook, WhatsApp and Skype.

Facilitated by a revolutionary on-boarding process through an Aadhar based eKYC solution, a Jio SIM today resides in the SIM slot of a majority of 4G smartphones in India. In addition, Jio’s proprietary app ‘Jio4GVoice’ and its utilitarian Jiofy Wifi devices are enabling lacs of 3G and 2G smartphone owners to enjoy a 4G voice and data environment without having to invest in a new handset. A series of similarly thoughtful, customer-oriented solutions and applications have helped create a unique digital life experience for Indian consumers and added to the excitement for the Jio offering.

An evidence of the consumer enthusiasm, lakhs of customers have utilised Mobile Number Portability (MNP) facility to move to Jio. With Aadhaar-based signup process, MNP too has become a simple and fast process and will facilitate customers who want to retain their existing numbers to use MNP to port-in to Jio.

World’s Largest Data Carrier

With 100 Cr GB of data traffic per month and 200 Cr voice and video minutes a day, Jio has become the largest network globally in terms of data carried and contributed to India becoming the leading country in the world for mobile data usage! Jio users are today consuming nearly as much data as the USA and 50% more data than China in a clear indication that India can and will adopt digitisation and Digital Life faster than anyone else in the world.

Largest 4G Network

Jio’s network is literally present in every city, town and village of the country with more than double the number of 4G base stations when compared to those of all the other Indian operators put together. By the end of 2017, the Jio network will be present in nearly all the cities, towns and villages of India covering 99% of our country’s population.

In terms of network speeds, reports by TRAI’s speed analytics portal and other independent agencies have qualified Jio’s data speed as the best in the industry on an ongoing basis. Jio provides an average speed of 9.8 Mbps as against incumbents range of 4.2 to 5.9 Mbps.



Tariff Plans

Jio announced that its tariff plans will become applicable from 1 April 2017. In addition to its offer of FREE VOICE (domestic) on its network – No Local, STD, Roaming charges, to any operator, anywhere in the country, Jio also provides the BEST DATA EXPERIENCE with the LOWEST PRICE GLOBALLY. The best-in-class tariff plans range from MRP 149 to MRP 4,999 for long-term plans, Jio announced two unique propositions for its customers– (i) Promise of the most affordable broadband data at all times via “Everyday More-Value” offer and (ii) “Jio Prime Membership” for its 100 million plus existing customers.

Everyday More Value Offer

Jio announced today that in addition to its own market leading tariff plans, it will also offer its customers the option to choose the highest selling tariff plan of any of the other leading Indian telecom operators, but with 20% more data than what any other operator provides. Jio is instituting a comprehensive process of monitoring all publicly announced plans from other operators across the country on a regular basis to enable this. With this, Jio will ensure that consumers do not have to ever suffer from ‘data anxiety’ and remain assured of the best value for the price paid.

‘Jio Prime Membership Programme for founder members:

As a token of its gratitude, the existing 100 Million plus Jio subscribers can avail of the special ‘Jio Prime Membership’ programme which comes with several special benefits. First, Jio Prime Members will be able to enjoy the unlimited benefits of the existing Jio Happy New Offer for another full year or till 31 March 2018 for a nominal, **one-time enrolment fee** of just Rs. 99/- and a rock-bottom introductory price of only Rs. 303/- per month or effectively at just Rs. 10/- per day!

Second, the programme will enable Jio Prime Members to enjoy the full bouquet of Jio’s applications absolutely free till 31 March 2018. This translates to additional benefit worth over Rs. 10,000/- for the Jio Prime Members.

In addition, there will be many other attractive deals and offers from both Jio and its partners that the Jio Prime Members will enjoy under this programme.

The Jio Prime Membership is available only for existing Jio customers and the enrolment window will remain open from 1–31 March, 2017. Enrolment for Jio Prime Membership can be done through MyJio app, the www.jio.com website or by simply walking into any Jio or Jio partner store.

Customers will also enjoy a completely digital recharge and billing experience to provide further convenience and ease of usage.

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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