

Press release  
For immediate release

September 27, 2024

ICICI Bank offers special deals on iPhone 16 and other Apple products

- Customers get an instant cashback of ₹ 5,000 on purchase of iPhone 16
- They can avail EMI as low as ₹ 2,497 for iPhone 16 under 'iPhone for life' programme

New Delhi: ICICI Bank announced that it offers its customers an instant cashback on Apple products and an opportunity to own the latest iPhone with affordable monthly payment.

As part of this offer, customers of ICICI Bank can avail an instant cashback of up to ₹ 5,000 on their credit cards and EMI purchases made through credit and debit cards on iPhone 16. They get a cashback of ₹ 2,500 on Apple Watch and up to ₹ 1,500 instant cashback on AirPods. This offer is valid till December 31, 2024.

Additionally, ICICI Bank credit card holders exclusively get the option to register for Apple's 'iPhone for Life' programme. It allows them to pay for select iPhone models in 24-month interest free instalments starting at ₹ 2,497 and offers a guaranteed buy back option for the existing iPhone when they upgrade to their next iPhone. This offer is valid on iPhone 16 Pro Max, iPhone 16 Pro, iPhone 16 Plus and iPhone 16.

Customers can visit any Apple authorised reseller stores like Apronix, Imagine, Unicorn, Croma, Reliance, Vijay Sales, Poorvika, Sangeeta and online platforms such as Amazon and Flipkart to avail this offer.

The list of Apple products available for these offers includes newly launched iPhone 16 and iPhone 16 Plus phones, featuring camera control, major upgrades to the advanced camera system, the action button to quickly access useful features, and a big boost in battery life- all powered by the new A18 chip. It is also applicable on iPhone 16 Pro and iPhone 16 Pro Max phones with larger display sizes, camera control, innovative pro camera features, and a huge leap in battery life- all powered by the fast, efficient A18 Pro chip.

Speaking about the offer, Mr. Anish Madhavan, Head – Cards and Payment Solutions, ICICI Bank said, “At the onset of the festive season, we are thrilled to present special offers on a range of new Apple products including the newly launched iPhone 16 series to our customers. In addition, the customers can also benefit from the ‘iPhone for Life’ programme. We hope that these offers will make the festive shopping of our customers special.”

Customers of other banks can also avail ICICI Bank credit cards digitally and benefit from the offers.

\*Terms & Conditions apply on offers.

To know more about the instant cashback offer, please click on <https://www.icicibank.com/offers/apple>

To know about the ‘iPhone for Life’ programme, please click on <https://www.icicibank.com/offers/iphone-credit-card-offer>



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For media queries, write to: [corporate.communications@icicibank.com](mailto:corporate.communications@icicibank.com)

About ICICI Bank: ICICI Bank Ltd (BSE: ICICIBANK, NSE: ICICIBANK and NYSE:IBN) is a leading private sector bank in India. The Bank's total assets stood at ₹ 18,92,697 crore at June 30, 2024.

*Certain statements in this release relating to a future period of time (including inter alia concerning our future business plans or growth prospects) are forward-looking statements intended to qualify for the 'safe harbor' under applicable securities laws including the US Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. These risks and uncertainties include, but are not limited to statutory and regulatory changes, international economic and business conditions; political or economic instability in the jurisdictions where we have operations, increase in non - performing loans, unanticipated changes in interest rates, foreign exchange rates, equity prices or other rates or prices, our growth and expansion in business, the adequacy of our allowance for credit losses, the actual growth in demand for banking products and services, investment income, cash flow projections, our exposure to market risks, changes in India's sovereign rating, as well as other risks detailed in the reports filed by us with the United States Securities and Exchange Commission. Any forward-looking statements contained herein are based on assumptions that we believe to be reasonable as of the date of this release. ICICI Bank undertakes no obligation to update forward-looking statements to reflect events or circumstances after the date thereof. Additional risks that could affect our future operating results are more fully described in our filings with the United States Securities and Exchange Commission. These filings are available at [www.sec.gov](http://www.sec.gov)*