XOLO unveils Era 4X smartphones with 30 days Money Back Offer Exclusively on Amazon.in

- *Android Oreo (Go Edition) and Android 8.1 Oreo with 1.5GHz Quad Core Processor, 1GB and 2GB RAM, 16 GB ROM.*
- *Face unlock feature in XOLO Era 4X 2GB variant.*
- *Exclusive cashback offer for Jio users*
- *Supports 22 official Indian languages*
- *Light weight smartphone with contemporary design; and a powerful 3000 mAh battery*
- *Full-lamination display with Corning® Gorilla® Glass on a 2.5D Curve Display*
- *Sleekest smart phone in its category with 8.6mm thickness*

New Delhi, January 09, 2019: XOLO, the online Indian smart phone brand, unveils its new smartphones XOLO Era 4X in India, exclusively on Amazon.in. The phone will be available to customers on Amazon.in from 9ᵗʰ January onwards. The launch comes with a bold **30 days Money Back Offer**. As a part of this money back offer, if the buyer is not satisfied with the performance of the phone, they have an option to return the handset within 30 days of purchase at any XOLO service centre and get their money back.

Customised for Indian users, the phone supports all 22 official Indian languages, allowing users to communicate in their preferred language. Designed with conviction Era4X has been made to cater to consumers looking for a device high on technology and low on cost. The series is entering the market with two variants - 1GB and 2GB RAM with an expandable memory of 16GB. Priced frugally, the 1GB variant of the smart phone costs **Rs. 4,444** and the 2GB variant costs **Rs. 5,555**.

Sunil Raina, President & Business Head, XOLO, said, "*Xolo has always endeavoured to design smartphones for the young technology enthusiasts. Era 4X was designed treading on these lines to offer unparalleled value to our customers. Apart from being packed with the latest features we also guarantee a 30 days money back option for customers who, for any reason, do not like the product. This offer is a statement of our conference in product quality and experience that has been made possible by our in-house design capabilities. We are also working on expanding our product portfolio and more devices will be launched in the near future so as to make our products available to larger audiences. Our end to end control on the product value chain right from design, supply chain to manufacturing enables us to build relevant & differentiated products for Indian consumers."*

Commenting on the launch, **Noor Patel, Director – Category Management, Amazon India** said "We are excited to announce the exclusive launch of XOLO Era 4X on Amazon.in. With this partnership, we continue to build a strong portfolio in the smartphones category providing customers with a vast selection, great value and fast & reliable doorstep delivery, making shopping on Amazon.in a delightful experience."

XOLO Era 4X series is shaped to elevate the smart phone experience with its 5.45" HD+ Full-lamination display, along with Corning Gorilla Glass on a 2.5D Curve. It is one of the sleekest

smartphones in its category with 8.6mm thickness. XOLO Era 4X 2 GB variant comes with an additional face unlocking feature, providing users a seamless phone unlock experience. Due to In-Cell LTPS technology, XOLO Era 4X series phones are embedded with Industry leading bezels.

With its enhanced Bokeh Mode, the phone is powered with 8MP autofocus rear camera, 5MP front camera (with Screen and LED flash), which offers high-end camera experience with sharper images. XOLO Era 4X is available in gold and black colour options.

To facilitate the consumer with unmatched experience, XOLO Era 4X series is supported by Android™ Oreo (Go edition) and Android 8.1 Oreo for 1GB and 2GB, respectively. The 3000 mAh battery boosts the overall performance of the phone that lasts up to 1.5 days with a single charge. The device is powered with 1.5GHz Quad Core Processor, 1GB/2GB RAM and 16GB ROM, providing consumers with ample storage for music, videos, pictures, applications and other data.

The launch of XOLO Era 4X 1GB and 2GB is a prelude to the upcoming launches from XOLO, as the company plans to expand its product portfolio with a 3GB variant, equipped with exclusive features in the forthcoming months.

Xolo has also partnered with Jio to bring exciting offer for its users. Under this offer, Jio users will get Rs. 1200 instant cashback and 50GB Additional 4G Data. The moment a customer performs a recharge of Rs. 198/299 , 24 vouchers of RS.50 each will be credited to the customers MyJio account. These Cashback vouchers can be redeemed, one at a time, against subsequent recharges of Rs. 198 and 299 via MyJio app only. In addition, upon performing recharge of Rs.198/Rs.299, 5GB additional data voucher will be credited in user's MyJio account.