

## iPhone XR gets Rs 17,000 cheaper



In a very unlike Apple move, it has cut down the price of iPhone XR by 22 percent, making it cheaper by a massive Rs 17,000 in a bid to revive its sunken sales under the premium smartphone segment in India.

iPhone XR was launched in the second half of 2018 in the latest launch line-up by Apple with a starting price of Rs 76,900 for the 64GB variant in India. The Cupertino-based smartphone giant has been facing fierce competition in the Indian market with wide availability of Chinese options, and has faced a sharp decline in smartphone sales since 2018. In a bid to recover in one of its largest markets after the US, Apple has been on a very uncharacteristically-Apple-like spree to slash down the cost of all variants iPhones.

From starting to manufacture iPhones locally to offering discounts, the latest effort is a massive 22 percent cut in the prices of recently-launched variants of iPhone XR in India. After applying discount, the cost of all three of iPhone XR will be reduced by Rs 17,000 and - the 64 GB will be sold at Rs 59,900 as compared to Rs 76,900 earlier, while the 128 GB will be sold at Rs 64,900 from Rs 81,900 earlier and the 256 GB model will be sold at Rs 74,900 from Rs 91,900 earlier. The new iPhone prices will be applicable from April 5, 2019 and the prices will be applicable until stock lasts at all authorised online and offline retail partners.

Apple will also run a limited-period extra discount offer for HDFC Bank users under which, they can avail an extra 10 percent discount as cashback on the already discounted XR prices. Which means, the HDFC card holders will get the 64 GB variant for Rs 53,900; 128 GB for Rs 58,400 and 256 GB variant for Rs 67,400. The new prices puts the almost-newly launched Apple XR in direct competition with high-range smartphone from Samsung and Xiaomi.