

SONY
make.believe

The big Xperia™ Xchange offer*



Xperia™ Z

Exchange your smartphone for an assured discount of **Rs. 5,000/-** on the new **Xperia™ Z or ZL**

Xperia™ Z @ Rs. 33,790/-

Best Buy Price	Rs. 38,790/-
Minimum Discount	(-) Rs. 5,000/-
Effective Price	Rs. 33,790/-
12 EMIs*	Rs. 2,816/-

Xperia™ ZL @ Rs. 30,690/-

Best Buy Price	Rs. 35,690/-
Minimum Discount	(-) Rs. 5,000/-
Effective Price	Rs. 30,690/-
12 EMIs*	Rs. 2,558/-

Additional Offer**

12/0 EMI*
6/0 EMI also available.

Attractive 12/0 EMI Offer* on Select Credit Cards

*Available only at select stores in select cities.

50 GB free* for lifetime
 Free* 50 GB cloud space for lifetime with all Xperia™ smartphones
 Free worth Rs. 4,000/-
 Store hundreds of movies, thousands of songs and photos



Free premium case worth **Rs. 1,990/-**** with Xperia™ Z



FREE Unlimited Download*
Get free unlimited streaming & downloads for 6 months from 1.1 million songs across genres.



FREE Streaming* of Sony TV Shows
Get unlimited video streaming of popular SONY TV programs from Sony LIV App.



Free snap-on cover worth **Rs. 1,490/-**** with Xperia™ ZL

For further information, call at 1800 3000 2800 (Toll free from MTNL/BSNL) or 39011111 (Add your city STD code when dialing from mobile phone). For details visit: www.sonymobile.com/in and follow us on <https://www.facebook.com/sonymobilein>
 MPPI Best buy and effective price is inclusive of all taxes. Quoted price is for 1 unit of the product. *Xperia™ Xchange offer is valid for Sony Xperia™ Z and ZL smartphones only, on exchange of selected list of smartphones. Please check with the retailer on the old smartphone that qualifies for the above said offer and detailed terms and condition. To avail the offer customer has to carry the old smartphone in working condition along with charges. Fill in the form and submit a self attested photocopy of govt. issued ID proof (Passport/Driving license/ voter card/ voter ID). Store staff reserves the right to accept or reject the offer to the customer. The offer is valid in select outlets only and the offer period is from July 15th, 2013 to August 15th, 2013 (inclusive of both the dates). The offer or its terms and condition may be changed by Sony India in its sole discretion without prior notice to the customer. **Condition apply. Limited period offer. Estimated price only. *Data charges applicable. †Includes 50 GB cloud space from Sony. The offer is valid till December 31st, 2013 and to be activated from Xperia™ smartphones only.