













NPI Offers Summary



iPhone | Offers Summary

SKUs	Card FS    Credit Cards (EMI and Full-swipe) ICICI Bank Debit Cards (EMI)	Card EMI*	Loans**      	Trade-in Top up (TiTu)*** All Txns - Cards, Loans & FTI  	'iPhone for Life' EMI  Credit Cards
16 Pro Max	₹4K	₹ 4K + 6M NCE	CIB schemes	Exchange Bonus ₹ 3K (For RV 3K-10K) ₹ 4K (For RV 10K-15K) ₹ 6K (For RV > 15K)	Pay 75% of the device value over 24 months & balance 25% after 24 months 1) 24 month No Cost EMI on credit card 2) 75% of the device value converted into 24 EMIs 3) Balance 25% will be payable after 24m 4) 25% assured buyback @ 24m
16 Pro	₹4K	₹ 4K + 6M NCE			
16 Plus	₹5K	₹ 5K + 6M NCE	0%-0-9 0%-0-12 20%-0-12 33%-0-12 33%-0-16 0%-0-18 0%-0-24 4%-0-23; 8%-0-22 13%-0-21; 17%-0-20		
16	₹5K	₹ 5K + 6M NCE	(Blue= All Lenders, Black = all ex BFL)		

* On Cards EMI, while 6 months tenor will be no cost EMI, tenors above 6 months be low cost EMI. Tenors 9, 12, 18 and 24 will have interest subvention equivalent to that applicable on 6 month tenor. A flat processing fee applicable on EMI.












** Processing fee is applicable and charged to the customer across schemes as applicable per Bank's terms and conditions. Goods and Services Tax will be applicable on processing fee, and foreclosure charges, as applicable.

*** TiTu is now applicable for all transactions (i.e. Cards, Loans and iPhone for life). SBI-Paytm Co-brand cards are not eligible for Cards Cashback offer.

Offers on NPI to go live on the day of launch

Apple Confidential-Internal Use Only

Watch | Offers Summary










SKUs	Card FS    Credit Cards (EMI and Full-swipe) ICICI Bank Debit Cards (EMI)	Card EMI*	Loans**      	Trade-in Top up*** All Txns - Cards, Loans & FTI  
Apple Watch Ultra 2	₹4K	₹ 4K + 6M NCE		₹2K
Apple Watch S10	₹2.5K	₹ 2.5K + 6M NCE	0%-0-9 0%-0-12 20%-0-12 33%-0-12 33%-0-16	
Apple Watch SE 2	₹2K	₹ 2K + 6M NCE		-

* On Cards EMI, 6 months tenor will be no cost EMI, tenors above 6 months be low cost EMI. Tenors 9, 12, 18 and 24 will have interest subvention equivalent to that applicable on 6 month tenor. A flat processing fee applicable on EMI.

** Processing fee is applicable and charged to the customer across all schemes. Goods and Services Tax will be applicable on processing fee, and foreclosure charges, as applicable.

*** Watch Trade-in Top-up only for RV > 3,000. TiTU is now applicable for all transactions (i.e. Cards, Loans). SBI-Paytm Co-brand cards are not eligible for Cards Cashback offer.

AirPods | Offers Summary

SKUs	Card FS    Credit Cards (EMI and Full-swipe) ICICI Bank Debit Cards (EMI)	Card EMI*	Loans**      
AirPods Pro (2nd Gen)	₹2K	₹ 2K + 6M NCE	
AirPods 4 with ANC	₹1.5K	₹ 1.5K + 6M NCE	0%-0-9 0%-0-12 0%-0-18 0%-0-24 20%-0-12 33%-0-12 33%-0-16
AirPods 4 without ANC	₹1K	₹ 1K + 6M NCE	

* On Cards EMI, while 6 months tenor will be no cost EMI, tenors above 6 months be low cost EMI. Tenors 9, 12, 18 and 24 will have interest subvention equivalent to that applicable on 6 month tenor. A flat processing fee applicable on EMI.

** Processing fee is applicable and charged to the customer across schemes as applicable per Bank's terms and conditions. Goods and Services Tax will be applicable on processing fee, and foreclosure charges, as applicable. SBI-Paytm Co-brand cards are not eligible for Cards Cashback offer.