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RNI No.TNBIL/2021/81709

# MADRAS

Daily Morning Newspaper

*The Truth*



## Amazon Great Indian Festival Brings Karwa Chauth Festive Deals

Chennai, 24 Oct 2026: Amazon.in is offering a wide selection of festive fashion, beauty products, traditional sweets, puja essentials and gifts for Karwa Chauth through the ongoing Amazon Great Indian Festival.

Customers can enjoy up to 80% off on festive fashion, beauty and personal care products from BIBA, Libas, Dyson, Love Child by Masaba and HYUE. Grocery, festive treats and health and personal care products from Farmley, ROSIER and HK Vitals are available with up to 60% off.

Smartphones and accessories come with up to 40% off, while headphones offer up to 70% off from brands including Samsung, OnePlus, Sony and JBL. Shoppers can also explore traditional sweets, puja essentials and festive gift hampers.

Eligible Axis Bank and ICICI Bank credit card and credit card EMI transactions qualify for a 10% instant discount, subject to applicable terms. Amazon Pay ICICI Bank Credit Card customers can receive cashback on eligible purchases. Prime members can avail an additional ₹250 cashback on eligible products and an additional 5% off on the largest-ever selection of lakhs of products.

Amazon Now offers delivery within minutes across grocery, beauty, home essentials, mobile accessories and more in over 120 cities. AI-powered tools such as Rufus, Lens AI, AI Review Highlights and price-history tracking help customers discover products, compare options and make informed purchase decisions.

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