Private E-Sevai Center
CSC Center
STAR RAINBOW SERVICES
VADAPALANI
8144337349

HELLO MADRAS
hellomadrasdaily@gmail.com
HELLO MIRROR MADRAS
RNI No.TNBIL/2021/81709
Daily Morning Newspaper
The Truth

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Diwali Shopping Gets Faster with Amazon Now's Festive Deals and Cashback Offers

CHENNAI – 7 Nov, 2026 Amazon Now has expanded its festive shopping offerings, enabling customers across more than 120 Indian cities to receive Diwali essentials within minutes. The service caters to last-minute requirements ranging from Dhanteras puja preparations and home decorations to Diwali gatherings and Bhai Dooj gifting.

The product range includes traditional and LED diyas, puja oil, cotton wicks, Lakshmi-Ganesh and Kuber idols, charan paduka, rangoli materials, torans, paper lanterns, sweets, chocolates and festive hampers. Playing cards, tambola sets, poker chips, party props, e-crackers and ear muffs for pets are also available.

Under its 'Fast Festive Deals', Amazon Now is offering products starting at Rs. 9 and discounts of up to 70% on select items. Customers will not have to pay handling, convenience, surge or rain fees on orders. Assured cashback includes Rs. 50 on purchases above Rs. 499, Rs. 100 above Rs. 899 and Rs. 200 for Prime members on orders above Rs. 1,499.

Prime customers can avail free delivery on orders above Rs. 99, while non-Prime customers get the benefit on orders above Rs. 149. Instant bank discounts are also available through AXIS, HDFC, IDFC and RBL credit cards.

Meanwhile, the Amazon Great Indian Festival 2026 continues until November 10, having recorded over 393 crore customer visits and savings exceeding Rs. 2,800 crore.