

iPhone 17 Pro Vijay Sales Deals: Massive Discounts and Offers

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By Vipin PG | Published December 30, 2025 | Updated March 9, 2026 | Format: News | 4 min read

What happened

Vijay Sales' Apple Days Sale (Dec 28-Jan 4) drops the iPhone 17 Pro 256GB to Rs 1,25,490 from Rs 1,34,900, and you can stack ICICI/SBI bank offers plus an exchange bonus to save up to about Rs 23,351. It's worth it if you want the A19 Pro performance, brighter 120Hz display, and upgraded triple 48MP cameras.

Key points

Vijay Sales' annual Apple Days Sale runs from December 28, 2025 to January 4, 2026 across 160+ stores in India and on its website, with steep offers on the iPhone 17 series and other Apple gear like MacBooks, iPads, Apple Watches, and AirPods. The iPhone 17 Pro (256GB) drops from its Rs 1,34,900 launch price to a listed Rs 1,25,490, delivering a direct Rs 9,410 discount before stacking additional promos. Buyers can shave off more with bank deals such as up to Rs 4,000 off with ICICI cards, Rs 5,000 off on ICICI card EMI transactions, and an extra Rs 4,000 for SBI cardholders, plus an exchange bonus of up to Rs 9,000 if the old device is working. On top of that, the purchase earns 941 MyVS loyalty points, making the overall package more compelling for anyone already planning an upgrade.

The iPhone 17 Pro, one of Apple's most anticipated flagship devices for 2025, is currently available with significant discounts through Vijay Sales' annual Apple Days Sale. This article covers everything you need to know about the deals, specifications, and whether this premium device is worth the investment.

Vijay Sales Apple Days Sale Overview

Sale Period: December 28, 2025 - January 4, 2026 Availability: More than 160 retail outlets across India and the official Vijay Sales website

Vijay Sales has launched its massive Apple Days Sale, offering unprecedented deals on the latest iPhone 17 series alongside other Apple products including MacBooks, iPads, Apple Watches, and AirPods. The sale features a combination of direct price cuts, bank offers, exchange bonuses, and loyalty rewards that can save customers thousands of rupees.

iPhone 17 Pro Vijay Sales Deal Breakdown

Base Model (256GB) Pricing

- Original Launch Price: Rs 1,34,900
- Vijay Sales Listed Price: Rs 1,25,490
- Direct Discount: Rs 9,410

Additional Savings Available

1. Bank Instant Discounts:

- Up to Rs 4,000 with ICICI Bank credit/debit cards
- Rs 5,000 discount on ICICI Bank credit/debit card EMI transactions
- SBI Bank cardholders can get additional Rs 4,000 off

2. Exchange Bonus:

- Up to Rs 9,000 bonus over and above the exchange value of your old device
- Subject to your old device being in working condition

3. Loyalty Points:

- 941 MyVS loyalty points earned on purchase

Total Potential Savings

Maximum Benefits: Up to Rs 23,351 in combined savings

iPhone 17 Pro Key Specifications and Features

Design and Display

- Display: 6.3-inch LTPO Super Retina XDR OLED
- Refresh Rate: 120Hz ProMotion technology
- Peak Brightness: 3000 nits
- Design: New camera plateau design with aluminum unibody and glass backplate
- Special Feature: Always-on display with anti-reflective coating
- Ceramic Shield 2 protection
- Color Options: Cosmic Orange, Deep Blue, and Silver

Performance

- Processor: Apple A19 Pro chipset
- GPU: Apple 6 6-core GPU
- Cooling: New vapor cooling chamber for sustained performance
- Software: iOS 26.2 with Liquid Glass theme

Camera System

Rear Triple Camera Setup:

- Primary: 48MP Fusion camera with sensor shift Optical Image Stabilization (OIS)
- Ultra-wide: 48MP with 120-degree field of view
- Telephoto: 48MP periscope lens with 4x optical zoom and 8x optical zoom support

Front Camera:

- 18MP center stage selfie camera for landscape selfies without phone rotation
- Support for 8K video recording

Battery and Charging

- Capacity: 3998mAh battery
- Video Playback: Up to 39 hours on single charge
- Charging: 25W wireless MagSafe charging support
- Performance: Improved battery life lasting over a day of regular usage

Comparison with Previous Models

Over iPhone 16 Pro

- Performance: Significant improvement with A19 Pro vs A18 Pro
- Camera: Upgraded telephoto from 12MP to 48MP with better optical zoom
- Design: New camera plateau design stands out from previous models
- Battery: Extended battery life with larger capacity

Key Innovations

1. 48MP Telephoto Lens: First in iPhone lineup, offering superior zoom capabilities
2. 18MP Front Camera: Upgrade from previous generation with landscape selfie capability
3. Cosmic Orange Color: New striking color option exclusive to Pro models
4. Enhanced Thermal Management: Better performance during intensive tasks

Banking and Payment Options

Supported Banks and Their Offers

- ICICI Bank: Up to Rs 4,000 instant discount (in-store only) / Rs 5,000 on EMI
- SBI Bank: Rs 4,000 instant discount
- HDFC Bank: Up to Rs 4,500 on EMI transactions above Rs 80,000
- American Express: Rs 12,500 instant discount on EMI transactions above Rs 50,000
- HSBC Bank: Up to Rs 7,500 on credit card EMI transactions above Rs 20,000

Additional Benefits

- MyVS Loyalty Points: Can be redeemed for additional discounts
- Protect+ Plan: Up to 20% off on device protection plans
- EMI Options: Available across all major banks

Should You Buy the iPhone 17 Pro?

Ideal For:

- Power Users: Maximum performance for gaming, multitasking, and productivity
- Content Creators: Superior camera system with 8K video recording
- Photography Enthusiasts: Exceptional zoom capabilities and low-light performance
- Apple Ecosystem Users: Seamless integration with other Apple devices
- Long-term Investment: Premium build quality and software support

Consider Alternatives If:

- Budget-conscious: The standard iPhone 17 or iPhone 16 might suffice
- Light Usage: The device may be overkill for basic smartphone needs
- Camera Requirements: If you don't need the advanced telephoto capabilities

Value Proposition Analysis

With the current savings of over Rs 23,000, the iPhone 17 Pro represents excellent value for those who would have anyway considered this premium device. The combination of cutting-edge technology, superior photography capabilities, and the significant discount makes this one of the best times to purchase Apple's latest flagship.

Complete iPhone 17 Series Vijay Sales Pricing

Model: iPhone 17 | Storage: 256GB | Launch Price: Rs 82,900 | Vijay Sales Price: Rs 68,000 | Max Savings: Rs 18,000

Model: iPhone 17 Pro | Storage: 256GB | Launch Price: Rs 1,34,900 | Vijay Sales Price: Rs 1,21,490 | Max Savings: Rs 23,351

Model: iPhone 17 Pro Max | Storage: 256GB | Launch Price: Rs 1,47,900 | Vijay Sales Price: Rs 1,34,490 | Max Savings: Rs 23,500

Model: iPhone Air | Storage: 256GB | Launch Price: Rs 94,900 | Vijay Sales Price: Rs 90,900 | Max Savings: Rs 12,500

How to Maximize Your Savings

Step-by-Step Purchase Guide

1. Check Eligibility: Ensure you have an eligible bank card for maximum discount
2. Exchange Assessment: Get your old device evaluated for exchange bonus
3. Loyalty Points: Check and redeem any existing MyVS loyalty points
4. Protection Plan: Consider adding Protect+ for device security
5. Compare Models: Evaluate if the Pro is necessary or if standard iPhone 17 suffices

Important Notes

- Limited Time Offer: Sale ends January 4, 2026
- Stock Availability: High demand may lead to limited stock in certain areas
- Bank Offer Terms: Check individual bank terms and conditions
- Exchange Terms: Old device must be in working condition

Conclusion

The iPhone 17 Pro deal on Vijay Sales represents one of the most attractive offers currently available on Apple's latest flagship. With total savings potentially exceeding Rs 23,000 through various discounts and benefits, this sale makes the premium device more accessible to a wider audience.

The combination of revolutionary camera upgrades, significant performance improvements, and the striking new design makes the iPhone 17 Pro a worthy upgrade for power users and photography enthusiasts. However, casual users should carefully evaluate their needs, as the standard iPhone 17 might offer better value for their requirements.

Final Recommendation: If you've been considering upgrading to a Pro-level iPhone and can take advantage of the bank offers and exchange bonuses, this Vijay Sales deal provides exceptional value that's unlikely to be repeated soon.

Note: Prices and offers are valid until January 4, 2026, and are subject to stock availability and bank terms and conditions.