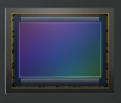
SONY

NEW

α7 V

Redefine Basic

33.0 MP
Partially stacked CMOS sensor
Exmor RS CMOS Sensor



30 FPS
Blackout-Free

4K 120p (S35)
60p (FF)

NEW AI PROCESSING UNIT

Pre-Capture
never miss a moment

4 Axis
multi-angle monitor

Monthly Flyer - Feb '26

α ALPHA

For more details visit **www.sony.co.in** OR **www.alphacommunity.in** | **Follow us on:** sonyalphain | SonyIndia | sony_india | YouTube sonyindia

scan here to know more

Redefine Basic

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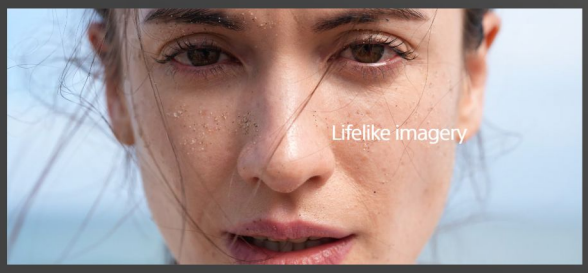
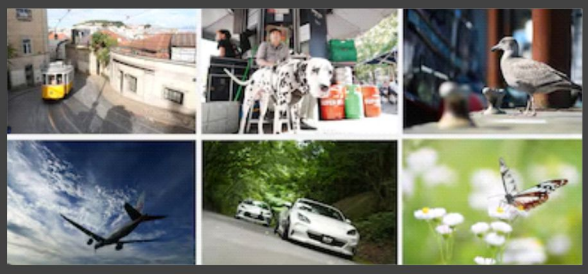


Excellent image quality

A partially stacked 33.0MP Exmor RS™ CMOS sensor paired with the BIONZ XR™ processing engine delivers up to 16 stops of dynamic range, smooth shadow-to-highlight gradation, advanced HDR performance, and exceptional low-noise image quality across ISO 100–51200 for both stills and video.

BIONZ XR2™ with integrated AI processing unit

The AI-powered BIONZ XR2 engine enhances image and sound quality, speed, and Real-time Recognition AF/Tracking, with accurate colour. The α7 V also adds a lightweight RAW format and refined UI, networking, and file management.



Real-time Recognition AF:* Wider subject recognition

Real-time Recognition AF supports Human, Animal, Bird, Insect, Car/Train, and Aeroplanes detection with Auto mode. The α7 V offers ~30% better animal and ~50% better
bird recognition* and now detects eyes of some grazing and small animals beyond dogs and cats.

Real-time Recognition AF*: Human pose estimation technology

AI processing in the new BIONZ XR2 engine delivers ~30% improved recognition over the α7 IV*. Advanced human pose estimation ensures reliable eye, head, and body detection even in challenging scenes, with support for recognising and tracking multiple subjects*.

Product images are for illustrative purposes only. Actual appearance, color, specifications, and features may vary by model. Sample images are for demonstration only; results may vary based on shooting conditions and user expertise.
For more information, please visit: www.alphacommunity.in

Redefine Basic

33.0 MP
Partially stacked CMOS sensor
Exmor RS CMOS Sensor

30 FPS
Blackout-Free

4K 120p (S35)
60p (FF)

NEW AI PROCESSING UNIT

Pre-Capture
never miss a moment

4 Axis
multi-angle monitor

Pre-Capture & Blackout-free continuous shooting at up to 30 fps

Capture decisive moments from up to one second* before release with a half-press shutter. Shoot up to 30 FPS* with blackout-free electronic shutter and uncompromised AF/AE tracking, powered by up to 60 AF/AE calculations per second* for fast, fleeting action.

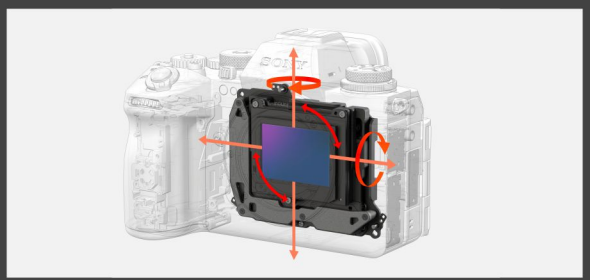
High frame rate 4K recording at up to 120p*

Internal 4K recording up to 120p* enables 5x slow motion, while Full HD up to 240 fps* allows 10x slow motion. Supports 4:2:2 10-bit, Long GOP, and All Intra formats. The BIONZ XR2 processor and Exmor RS sensor deliver full-frame, full-pixel readout with no binning,

producing highly detailed 4K 60p* footage with minimal moiré.

4-axis monitor maximises shooting flexibility

The 4-axis multi-angle monitor tilts up 98°, down 40°, sideways 180°, and rotates 270°* when open. The 3.2-type 2.1M-dot touchscreen offers a wide colour gamut and clear visibility in bright light, while Monitor Low Bright reduces brightness and battery drain during inactivity.



5-axis optical stabilisation for up to 7.5-step* central and 6.5-step peripheral* stabilisation

An advanced stabilisation unit with gyro sensors and algorithms corrects camera shake, offering up to 7.5-step* centre and 6.5-step peripheral stabilisation for steady handheld shooting. With compatible lenses*, shake is effectively suppressed even at telephoto focal lengths (yaw, roll, pitch).

Product images are for illustrative purposes only. Actual appearance, color, specifications, and features may vary by model. Sample images are for demonstration only; results may vary based on shooting conditions and user expertise.
For more information, please visit: www.alphacommunity.in

FULL FRAME SENSOR

FULL FRAME MIRRORLESS PROFESSIONAL RANGE

α1 II Unrivalled

50.1 MP Full-frame | Pre-Capture Freeze decisive moments | 30 FPS Black-out free | AI | 8K 30p 4K 120p | 4 Axis Multi-angle LCD Monitor

#CreateWithSony

SPECIAL OFFERS!

2+1* YEAR WARRANTY
Standard Additional

***ON REGISTRATION**
Register at **www.alphacommunity.in** to get 1 year additional warranty.

Save Rs. 20,000/-**

***2 Year Standard Warranty + 1 Year Additional Warranty only upon registration and valid on α 1 II, α 1, α9 III, α9 II, α7S III, α7R V, α7R IV, α7R III, α7CR, α7C II, α7C, α7 IV, α7 III and α7 II T&C apply. Offer valid on products purchased from 10 October 2018 onwards.

****Buy Full Frame Camera (α7R V, α7S III, α7R IV, α7R III, α7 III and α7 IV with SEL24105G or SEL2470Z lens) & get Rs. 20,000/- discount on body MRP only.

α1 II — Unrivalled — E Mount

ILCE-1M2 (Body only) **MRP Rs. 5,79,990/-**

50.1 MP Full-frame | Pre-Capture never miss a moment | 30 FPS Black-out free | AI | 8K 30p 4K 120p | 4 Axis Multi-angle LCD Monitor

TIPA WORLD AWARDS — BEST FULL FRAME PROFESSIONAL CAMERA

OFFER 2+1 Years Warranty***

α 9 III — The World's First* Full-Frame Camera with a Global Shutter System — E Mount

ILCE-9M3 (Body only) **MRP Rs. 5,29,990/-**

Distortion-free (stills/movies) | 120 fps AF/AE shooting | Pre-Capture | 4H Flash sync at up to 1/80,000 sec. | AI | 8.0-step optical 5-axis image stabilization

EISA Best Product 2022-2023 CAMERA OF THE YEAR | TIPA WORLD AWARDS BEST FULL FRAME PROFESSIONAL CAMERA | reddot winner 2024

* Compared to interchangeable-lens digital cameras. As of the November 2023 product announcement. Sony survey.

OFFER 2+1 Years Warranty***

α7S III — Imagination in Motion — E Mount

ILCE-7SM3 (Body only) **MRP Rs. 3,34,990/-**

4K HDR | 4K 120p/100p (NTSC / PAL) | ISO 40-409600 | 15+ Stop Dynamic Range | 4:2:2 10 bit | Real Time Eye AF Human/Animal | Real Time Tracking | 10 FPS | 12.1 Mega Pixels BIONZ XR | 759+425 AF Points | 16bit RAW HDMI Output | 5-Axis Image Stabilisation | Touch Screen | Wi-Fi

EISA Best Product 2021-2022 PROFESSIONAL CAMERA | TIPA WORLD AWARDS BEST FULL FRAME PROFESSIONAL CAMERA | DPREVIEW Product of the Year 2020

OFFER Carrying Case + Battery Charger (Inside) + 2+1 Years Warranty***

α7R V — Evolved Imaging Intelligence — E Mount

ILCE-7RM5 (Body only) **MRP Rs. 3,53,990/-**

61.0 Mega Pixels BIONZ XR | 8K 24p/25p 4:2:2 10 bit | AI | Real Time Eye AF (Still / Video) | ISO 102400 | 5-Axis Image Stabilisation | 10 FPS | New 4-axis multi-angle LCD monitor | Wi-Fi

EISA Best Product 2024-2025 | TIPA WORLD AWARDS BEST FULL FRAME PROFESSIONAL CAMERA

OFFER Carrying Case + Battery Charger (Inside) + 2+1 Years Warranty***

α7R IV — AnotheR Milestone with 61.0 megapixels — E Mount

ILCE-7RM4 (Body only) **MRP Rs. 2,97,990/-**

4K HDR | 567+425 AF Points | Real Time Eye AF Still / Video | Real Time Tracking | Animal Eye-AF | 61.0 Mega Pixels BIONZ X | 10 FPS | ISO 102400 | 5-Axis Image Stabilisation | UXGA OLED Tru-Finder | Silent Shooting | 7.5 cms (3.0) Tiltable LCD | Wi-Fi

EISA Best Product 2019-2020 PROFESSIONAL CAMERA | TIPA WORLD AWARDS BEST FULL FRAME PROFESSIONAL CAMERA | digit ZERO 1 AWARDS 2019 | AWARDS 2019

OFFER Carrying Case + Battery Charger (Inside) + 2+1 Years Warranty***

α7C R — Compact Size, Extreme Resolution — E Mount

ILCE-7CR (Body only) **MRP Rs. 2,93,990/-**

61MP Full-Frame CMOS Sensor | AI | 10-bit 4:2:2 Recording | Active Mode Image Stabilisation | 4K 60p (Full-frame) | Intuitive Touch Control Menu

Available Color -

OFFER Carrying Case + Battery Charger + 2+1 Years Warranty***

α7C II — Compact Size, Versatile Full-frame Power — E Mount

ILCE-7CM2L (Body + 28-60mm zoom lens) **MRP Rs. 2,43,990/-**
ILCE-7CM2 (Body only) **MRP Rs. 2,14,990/-**

33MP Full-Frame CMOS Sensor | AI | 10-bit 4:2:2 Recording | Active Mode Image Stabilisation | 4K 60p (Super 35) | Intuitive Touch Control Menu

Available Color -

OFFER Carrying Case + Battery Charger + 2+1 Years Warranty***

α7V — Redefine Basic — E Mount

ILCE-7M5M (Body + 28–70 mm 2 Zoom Lens) **MRP Rs. 2,70,490/-***
ILCE-7M5 (Body only) **MRP Rs. 2,55,990/-**

33.0 MP | 30 FPS | 4K 120p 60p | AI | Pre-Capture never miss a moment | 4 Axis Multi-angle LCD Monitor

Available Color -

*ILCE-7M5M available from Feb'26 onwards

OFFER Battery Charger + 2+1 Years Warranty***

α7 IV — Beyond Basic. For a new generation of imagemakers. — E Mount

ILCE-7M4M (FE 28-70mm F3.5-5.6 OSS II) **New MRP Rs. 2,22,490/-**
ILCE-7M4 (Body Only) **New MRP Rs. 2,07,990/-**

33.0 Mega Pixels BIONZ XR | 759+425 AF Points | Real Time Eye AF (Still / Video) Human/Animal/Bird | 10 FPS | 4K 60p | 4:2:2 10 Bit | ISO 204800(still) /102400 (movie) | 5-Axis Image Stabilisation | S-Cinetone S-Log3/ | 15+STOP Dynamic range

EISA Best Product 2021-2022 PROFESSIONAL CAMERA

OFFER Carrying Case + Battery Charger + 2+1 Years Warranty***

α7C — Compact Size, Full-Frame Power — E Mount

ILCE-7C L (with New 28-60mm lens) **MRP Rs. 1,72,590/-**
ILCE-7C (Body only) **MRP Rs. 1,42,990/-**

4K HDR | 693+425 AF Points | Real Time Eye AF Still/Video | Real Time Tracking | 24.2 Mega Pixels BIONZ X | 10 FPS | ISO 204800 | 5-Axis Image Stabilisation | Wi-Fi

reddot winner 2021

Available Color -

α7C L **with all new** SEL2860 Compact standard zoom lens

OFFER 64 GB High Speed Memory Card + Carrying Case + Battery Charger + 2+1 Years Warranty***

α7 III — Perfection for all. Everything you need — E Mount

ILCE-7M3M (FE 28-70mm F3.5-5.6 OSS II) **MRP Rs. 1,61,490/-**
ILCE-7M3 (Body only) **MRP Rs. 1,46,990/-**

4K HDR | 693+425 AF Points | Real Time Eye AF Human/Animal | 24.2 Mega Pixels BIONZ X | 10 FPS | ISO 204800 | 5-Axis Image Stabilisation | 7.5 cms (3.0) Tiltable LCD Up 107° down 41° | Wi-Fi

EISA Best Product 2019-2020 CAMERA OF THE YEAR | EISA Best Product 2019-2020 PHOTO INNOVATION

OFFER 64 GB High Speed Memory Card + Carrying Case + Battery Charger + 2+1 Years Warranty***

ZV-E1 — Vlog to your Full Potential — E Mount

ZV-E1 (Body Only) **MRP Rs. 2,14,990/-**
ZV-E1L (Body + 28–60 mm zoom lens) **MRP Rs. 2,43,990/-**

World's smallest & lightest FF Camera | AI processing unit | Cinematic Vlog Setting | Dynamic Active mode & Framing Stabilizer | Auto Framing | Intelligent 3-Capsule Mic

TIPA WORLD AWARDS BEST FULL FRAME PROFESSIONAL CAMERA | DESIGN AWARD 2024

* As of the March 2023 product announcement, based on a Sony survey of interchangeable-lens digital cameras with 35-mm full-frame image sensors and optical in-body image stabilisation.

***2 Years Standard Warranty + 1 Year Additional Warranty only upon registration at **https://alphacommunity.in/signup/**

CINEMA LINE: PROFESSIONAL CAMCORDER

ILME-FX2 NEW

Fulfil your Cinematic Dreams

Cinema Line Full-frame camera

ILME-FX2B (Body only) **MRP Rs. 2,89,990/-** | **ILME-FX2** (with XLR Handle) **MRP Rs. 3,09,990/-**

Full Frame Exmor R CMOS Sensor | Tiltable Electronic View-finder | Seamless Shift: Movie to Stills | BIG 6 (Home) Screen | Dual Base ISO 800/4000 | Dynamic Active Stabilisation | 4:2:2 10-Bit | S-Cinetone /S-Log3/HLG | 15+ stop of exposure latitude | AI Based Real-time recognition AF

Mic & Lens not included with the camera

CINEMA LINE

ILME-FX30 (with XLR Handle) / ILME-FX30B (Body Only)

MRP Rs. 1,99,990/-

MRP Rs. 1,79,990/-

2+1 YEARS WARRANTY

Super 35 Exmor R APS-C CMOS sensor | 4K/120p | BIG 6 (Home) Screen** | Dual Base ISO 800/2500 | 14+ stop of exposure latitude | Fast Hybrid AF/ Eye-AF/ Tracking | Cine EI MODE S-Cinetone™

* Mic and lens not included with the camera ** Available in FX30 firmware upgrade ver6.0

ILME-FX3A

MRP Rs. 3,99,990/-

2+1 YEARS WARRANTY

Full-frame 4K (back illuminated) CMOS Sensor/ 12.1 MP (Still) | 4K/120p | BIG 6 (Home) Screen** | Dual Base ISO (800/12800) | 15+ stop of exposure latitude | Fast Hybrid AF/ Eye-AF/ Tracking | Cine EI MODE S-Cinetone™ | 5-axis (Active/Standard) | 16bit RAW output via HDMI Type A | Customised LUTS | 4:2:2 10 bit

* Mic and lens not included with the camera ** Available in FX3A firmware upgrade ver7.0

ILME-FX6

MRP Rs. 5,99,990/-

2+1 YEARS WARRANTY

Full-frame 4K (back illuminated) CMOS Sensor | 4K/120p | Dual Base ISO (800/12800) | 15+ stop of exposure latitude | Built-in Electronic Variable ND Filter | Fast Hybrid AF/ Eye-AF | Cine EI MODE S-Cinetone™ | 16bit RAW output via SDI (12G) & HDMI | Customised LUTS | 4:2:2 10 bit

reddot winner 2021 | iF DESIGN AWARD 2021

* lens not included with the camera

ILME-FR7

MRP Rs. 16,99,990/-

FULL FRAME SENSOR | BIONZ XR | PTZ CAMERA | 4K 120p/100p (NTSC / PAL) | DUAL BASE ISO | XAVC | 4:2:2 10 bit | 16 Bit RAW | DCI 4K 4096 x 2160 | S-Cinetone | α Mount System | Variable ND Filter

* lens not included with the camera

PROFESSIONAL CAMCORDER

PXW-Z90

MRP Rs. 1,69,990/-

4K HDR | XDCAM | 1.0 TYPE SENSOR | ZEISS | Exmor R CMOS sensor | BIONZ X | AVCHD Progressive | XAVC | Wi-Fi | 3G-SDI | LIVE STREAMING

Mic is not included with the product

PXW-Z200

MRP Rs. 4,60,990/-

AI-powered Auto Focus | 4K 120FPS | Built-in ND Filter | 20x Optical Zoom | 10-bit 4:2:2 | Auto Framing | 2.4 GHz/ 5 GHz Wi-Fi | 12G SDI Connectivity*

HXR-NX800

MRP Rs. 3,80,990/-

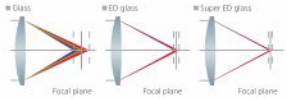
AI-powered Auto Focus | 4K 120FPS | Built-in ND Filter | 20x Optical Zoom | 10-bit 4:2:2 | Auto Framing | 2.4 GHz/ 5 GHz Wi-Fi

2+1 year warranty applicable on ILME-FX6, ILME-FX3 & ILME-FX30 only upon registration at **https://alphacommunity.in/signup/**

THE TECHNOLOGY BEHIND

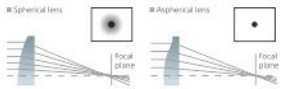
G MASTER

ED/ Super ED Glass
Reduces Chromatic Aberration



ED/Super ED Glass dramatically improve chromatic aberration at telephoto ranges, and provide superior contrast across the entire image, even at large aperture settings.

Aspherical Lens
Maintain High Sharpness & Contrast

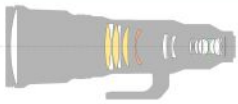


"Aspherical" elements can restore alignment at the image plane, maintaining high sharpness and contrast even at maximum aperture and reduce distortion.

XA Element
Suppresses Sagittal Coma Flare

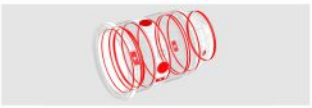
New XA lens elements achieve extremely high surface precision by innovative manufacturing technology, for an unprecedented combination of high resolution and the most beautiful bokeh.

[FE] Fluorite Element
Lightweight Without Compromise



Fluorite lens provide enhanced compensation for chromatic aberration. Fluorite is also lighter than normal optical glass, contributing to reduced overall lens weight.

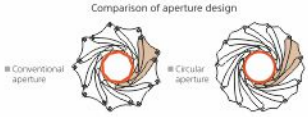
[DMR] Dust & Moisture Resistant
Durable Structure



The lens is designed to be dust and moisture resistant*, ensuring reliable operation when shooting outdoors in challenging conditions.

*Not guaranteed to be 100% dust and moisture proof.

Circular Aperture
Natural & Round Bokeh

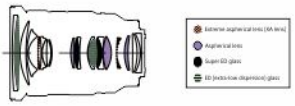


A unique design that keeps the aperture almost perfectly circular from its wide-open setting to when it is closed by 2 stops. Smoother, more natural defocusing can be obtained as a result.

[Floating F] Floating Focusing
Maintain Sharp, High-resolution Rendering

The floating focus mechanism achieves consistent high resolution from infinity to the closest focusing distance and helps to reduce all types of aberration.

[IF] Internal Focusing
Fast & Short Minimum Focusing Distance



Middle or rear groups of the optical system are moved to achieve focusing, which leaves the total length of the lens intact. Benefits include fast autofocusing and a short minimum focusing distance.

[IZ] Internal Zoom
Constant Lens Length

The length of the lens remains constant while zooming, and the barrel does not rotate so polarisers and other position-dependent filters can be used without the need for additional support.

[LR MF] Linear Response MF
Fast & Accurate Manual Focusing

The focus ring features high control resolution so that user input is precisely followed when focusing manually. The focus changes linearly in response to focus ring rotation.

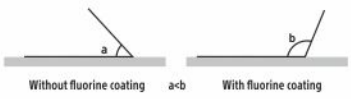
[OSS] Optical Steadyshot
Easier Handheld Shooting

The provided Optical Steadyshot modes make it more convenient to capture sharp images in handheld shooting under various conditions

[OSS Mode] Optical Steadyshot Mode
Selectable Stabilization Mode

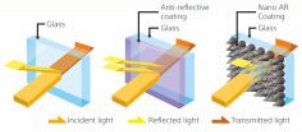
An OSS mode switch lets you choose mode 1 for general image stabilization, Mode 2 for panning movements, and Mode 3 for emphasizing framing stability when shooting moving subjects.

[F Coating] Fluorine Coating
Repels water & Grease



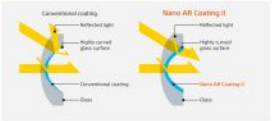
The exposed front element is covered with a fluorine coating that repels contaminants. Any water or oil based grime can be easily wiped away.

Nano AR Coating
Suppresses Flare & Ghosting



Nano AR Coating technology produces a lens coating that suppresses reflections that can cause flare and ghosting for consistently high contrast and clarity.

Nano AR Coating II
Minimize Flare & Ghosting



Nano AR Coating II is evenly applied to large lens elements or highly curved element surfaces, that suppresses internal reflections which causes flare and ghosting.

[XD LM] XD Linear Motor
Fast Accurate Auto-focus

The XD LM has been developed to deliver higher thrust and efficiency than previous types, in order to make the most of the rapidly evolving speed performance of current and future camera bodies.

[DDSSM]
Direct Drive Super Sonic Wave Motor
Quiet & Precise Auto-focus

DDSSM system is used for precision positioning of the heavy focus group required for the full-frame format, allowing precision focusing. The system is also remarkably quiet and ideal for movie shooting.

[RDSSM]
Ring Drive Super Sonic wave Motor
Smooth & Silent AF Operation

A piezoelectric motor contributes to smooth and silent AF operation. This produces high torque at slow rotation and provides immediate start and stop responses, and it contributes for silent autofocusing.

ALPHA

Tomorrow's lenses today, from Sony

G MASTER

18/0 EMI SCHEME

22 G-Master LENS COUNT

78 E-mount

ALPHA LENS RANGE

E Mount Line-up

Full Frame Lenses

(α1, α9 III, α9 II, α9, α7S III, α7S II, α7R V, α7R IV, α7R III, α7R II, α7C II, α7C, α7CR, α7 IV, α7 III, α7 II & ZV-E1)

G MASTER

Tomorrow's lenses today

FE 12-24mm F2.8 GM
MRP Rs. 2,99,990/-

FE 16-35mm F2.8 GM
MRP Rs. 1,92,990/-

FE 16-35mm F2.8 GM II
MRP Rs. 2,38,990/-

FE 24-70mm F2.8 GM II
MRP Rs. 1,99,990/-

FE 24-70mm F2.8 GM
MRP Rs. 1,66,990/-

FE 28-70mm F2.0 GM
MRP Rs. 2,99,990/-

FE 50-150 mm F2 GM
MRP Rs. 3,69,990/-

FE 70-200mm F2.8 GM OSS II
MRP Rs. 2,44,990/-

FE 70-200mm F2.8 GM OSS
MRP Rs. 2,04,990/-

FE 100-400mm F4.5-5.6 GM OSS
MRP Rs. 2,29,490/-

FE 14 mm F1.8 GM
MRP Rs. 1,62,990/-

FE 24mm F1.4 GM
MRP Rs. 1,37,990/-

FE 35mm F1.4 GM
MRP Rs. 1,64,990/-

FE 50mm F1.4 GM
MRP Rs. 1,49,990/-

FE 50mm F1.2 GM
MRP Rs. 2,28,990/-

FE 85mm F1.4 GM II
MRP Rs. 1,80,990/-

FE 85mm F1.4 GM
MRP Rs. 1,29,490/-

NEW
FE 100mm F2.8 Macro GM OSS
MRP Rs. 1,44,990/-

FE 135mm F1.8 GM
MRP Rs. 1,85,990/-

FE 300mm F2.8 GM OSS
MRP Rs. 5,99,990/-

FE 400mm F2.8 GM OSS
MRP Rs. 11,13,490/-

FE 600mm F4 GM OSS
MRP Rs. 13,77,990/-

Tele-Converters

SEL14TC*
MRP Rs. 49,990/-

SEL20TC*
MRP Rs. 49,990/-

*only compatible with SEL600F40GM, SEL400F28GM, SEL200600G, SEL70200GM, SEL100400GM

Fixed Focal Length

FE 16mm F1.8 G
(SEL16F18G)
MRP Rs. 81,990/-

FE 20 mm F1.8 G
(SEL20F18G)
MRP Rs. 89,490/-

FE 24mm F2.8 G
(SEL24F28G)
MRP Rs. 66,990/-

FE 28mm F2
(SEL28F20)
MRP Rs. 34,990/-

Distagon T* FE 35mm F1.4 ZA
(SEL35F14Z)
MRP Rs. 90,990/-

Fixed Focal Length

FE 35mm F1.8
(SEL35F18F)
MRP Rs. 59,990/-

FE 40mm F2.5 G
(SEL40F25G)
MRP Rs. 66,990/-

FE 50mm F1.8
(SEL50F18F)
MRP Rs. 21,990/-

FE 50mm F2.5 G
(SEL50F25G)
MRP Rs. 66,990/-

Sonnar T* FE 55mm F1.8 ZA
(SEL55F18Z)
MRP Rs. 68,990/-

FE 85mm F1.8
(SEL85F18)
MRP Rs. 55,990/-

Fisheye Converter

FE Fisheye Converter 16mm
(SEL057FEC for SEL28F20)
MRP Rs. 23,490/-

Zoom Lenses

FE 12-24mm F4 G
(SEL1224G)
MRP Rs. 1,51,990/-

Vario-Tessar T*FE 16-35mm
F4 ZA OSS (SEL1635Z)
MRP Rs. 89,990/-

FE PZ 16-35 mm F4 G
(SELP1635G)
MRP Rs. 1,24,990/-

FE 16-25mm F2.8 G
(SEL1625G)
MRP Rs. 1,24,990/-

FE 24-50mm F2.8 G
(SEL2450G)
MRP Rs.1,16,990/-

Vario-Tessar T* FE 24-70mm
F4 ZA OSS (SEL2470Z)
MRP Rs. 83,990/-

FE 20-70mm F4 G
(SEL2070G)
MRP Rs.1,24,990/-

Zoom Lenses

FE 24-105mm F4 G OSS
(SEL24105G)
MRP Rs.1,20,990/-

FE 70-200mm
F4 G OSS (SEL70200G)
MRP Rs.1,12,490/-

FE 70-200mm
F4 Macro G OSS II (SEL70200G2)
MRP Rs.1,70,990/-

FE 200-600mm F5.6-6.3 G OSS
(SEL200600G)
MRP Rs. 1,77,990/-

FE 400-800mm F/6.3-8 G OSS
(SEL400800G)
MRP Rs. 2,64,990/-

Macro Lenses

FE 50mm M2.8
(SEL50M28)
MRP Rs. 42,990/-

FE 90mm F2.8 Macro G OSS
(SEL90M28G)
MRP Rs. 65,990/-

Fixed Focal Length

(α6700, α6600, α6500, α6400, α6300, α6100, α6000, α5100, ZV-E10 II & ZV-E10)

E 11mm F1.8
(SEL11F18)
MRP Rs. 49,990/-

E 15mm F1.4 G
(SEL15F14G)
MRP Rs. 70,990/-

E16mm F2.8
(SEL16F28)
MRP Rs. 10,990/-

E35mm F1.8 OSS
(SEL35F18)
MRP Rs. 41,490/-

E50mm F1.8 OSS
(SEL50F18)
MRP Rs. 25,990/-

Zoom Lenses

E PZ 10-20mm F4 G
(SELP1020G)
MRP Rs. 70,990/-

E16-55mm F2.8 G
(SEL1655G)
MRP Rs. 1,08,990/-

E PZ 18-105mm F4 G OSS
(SELP18105G)
MRP Rs. 47,490/-

E55-210mm F4.5-6.3 OSS
(SEL55210)
MRP Rs. 21,190/-

E 70-350mm F4.5-6.3 G OSS
(SEL70350G)
MRP Rs. 80,990/-

APS-C SENSOR

APS-C RANGE

ZV-E10 II

Showcase your *Style*, freely.

2+1 YEARS WARRANTY

- 4K 60p
- 10-bit 4:2:2 Recording
- Cinematic Vlog Setting
- Upgraded Large-Capacity Z Battery
- Active Mode Image Stabilisation
- New Vertical User Interface

ZV-E10M2 (Body only)
MRP Rs. 94,990/-

ZV-E10M2K (Body + 16-50 mm 2 Power Zoom Lens (SELP16502)
MRP Rs. 1,04,990/-

OFFER 64 GB High Speed Memory card + Carrying Case

ZV-E10 — Capture More of your World

2+1 YEARS WARRANTY

ZV-E10 (Body only) **MRP Rs. 59,490/-**
ZV-E10L (with 16-50mm lens) **MRP Rs. 69,990/-**

4K HDR | 24.2 Mega pixels | Real time Eye AF (still/ Video) | Electronic Image Stabilization | LIVE STREAMING | Bokeh Switch | Product Showcase Setting | Slow Motion (FHD 120fps)

OFFER 64 GB High Speed Memory card + Carrying Case

α6700 — Next Generation Creativity on the go

2+1 YEARS WARRANTY

ILCE-6700 (Body only) **MRP Rs. 1,36,990/-**
ILCE-6700L (with 16–50mm Power Zoom Lens) **MRP Rs. 1,47,490/-**
ILCE-6700M (with 18–135mm Zoom Lens) **MRP Rs. 1,72,990/-**

26MP 26 Mega Pixel APS-C | 4K 120P | AI Processing Unit | Intuitive Touch Control | Active Mode Image Stabilisation | Wider Subject Recognition Animal, Birds, Insects, Cars, Trains, Airplanes

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α6400 — Grab the best of life

E Mount

ILCE-6400M (with SEL18135 lens) **MRP Rs. 1,16,490/-**
ILCE-6400K (Body + SELP16502 Power Zoom Lens) **MRP Rs. 90,990/-**
ILCE-6400 (Body only) **MRP Rs. 80,490/-**

EISA Best Product 2019-2020 PHOTO/VIDEO CAMERA | EISA Best Product 2019-2020 PHOTO INNOVATION | TIPA WORLD AWARDS

2+1 YEARS WARRANTY

Wi-Fi

ILCE-6400 | 18-135mm Lens | 16-50mm Lens

4K HDR | APS-C SENSOR | 425+425 AF Points | Real Time Eye AF | Real Time Tracking | 24.2 Mega Pixels BIONZ X | 11 FPS | ISO 102400 | 0.02sec Fastest AF | Silent Shooting | 7.5cms(3.0) 180 Degree Tiltable LCD | Magnesium Alloy Body

OFFER 64 GB High Speed Memory card + Carrying Case

α6600 — Ultra-fast AF and continuous shooting

E Mount

ILCE-6600M (with 18-135mm lens) **MRP Rs. 1,60,990/-**
ILCE-6600 (Body only) **MRP Rs. 1,24,990/-**

EISA Best Product 2019-2020 PHOTO INNOVATION | TIPA WORLD AWARDS BEST APS-C CAMERA EXPERT

2+1 YEARS WARRANTY

Wi-Fi

ILCE-6600 | 18-135mm Lens

4K HDR | APS-C SENSOR | 425+425 AF Points | Real Time Eye AF Still / Video | Real Time Tracking | 24.2 Mega Pixels BIONZ X | 11 FPS | NP-FZ100 High Capacity Battery | ISO 102400 | 5-Axis Image Stabilisation | 0.02sec Fastest AF | Silent Shooting | 7.5 cms (3.0) Tiltable LCD Up 180° Down 74° | Magnesium Alloy Body

#Based on Sony research, CIPA-guideline-compliant internal measurement with an E 18–135-mm F3.5–5.6 OSS lens mounted, Pre-AF off and viewfinder in use.

OFFER 64 GB High Speed Memory card + Carrying Case

α6100 — Capture your world, share your vision

ILCE-6100K (Body only SELP16502 Power Zoom Lens) **MRP Rs. 75,990/-**
ILCE-6100X (Body + SELP16502 and SEL55210) **MRP Rs. 89,990/-**
ILCE-6100 (Body only) **MRP Rs. 64,990/-**

EISA Best Product 2019-2020 PHOTO INNOVATION

2+1 YEARS WARRANTY

Wi-Fi

ILCE-6100 with 16-50mm Lens | 55-210mm Lens

4K Internal Recording | APS-C SENSOR | 425+425 AF Points | Real Time Eye AF Human/Animal | Real Time Tracking | 24.2 Mega Pixels BIONZ X | 11 FPS | ISO 51200 | 0.02sec Fastest AF | Silent Shooting | Touch Screen | 7.5 cms (3.0) Tiltable LCD Up 180° Down 74°

#Based on Sony research, CIPA-guideline-compliant internal measurement with an E 18–135-mm F3.5–5.6 OSS lens mounted, Pre-AF off and viewfinder in use.

OFFER 64 GB High Speed Memory card + Carrying Case

1.0 TYPE SENSOR

COMPACT CAMERA WITH PROFESSIONAL PICTURE QUALITY

COMPACT VLOG CAMERA RANGE

ZV-1II

All For Vlogging
Vlog camera

MRP Rs. 86,990/-

18-50mm (ZEISS) Ultra-Wide Angle Zoom
1.0 type sensor with Bokeh Switch
Intelligent 3-Capsule Mic
Cinematic Vlog Setting
Creative Look
Real-Time Eye AF
Built in ND filter

#VlogWithSony

GET High Speed Memory card worth up to Rs.3,130/-
*Conditions apply

ZV-1F

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Ultra-wide 20mm
20.1 Mega Pixels Exmor R CMOS Sensor
Maximum Aperture F2.0
Vari-angle LCD
Face Priority AE / Eye AF
Creative Look
Built-in Directional 3-Capsule Mic
Light Weight & Compact

*Accessory (VPT2BT) shown is not included with Camera

Cyber-shot

DSC-RX100VII

Pro features in a to-go package

MRP Rs. 1,02,990/-

TIPA WORLD AWARDS 2020 BEST EXPERT COMPACT CAMERA

4K HDR
Optical Zoom 8.0x Exmor R CMOS Sensor
ZEISS 24-200mm
Super Slow Motion upto 1000fps
Tiltable Screen Up - 180 Degree Down - 90 Degree
357+425 AF POINT
1.0 TYPE SENSOR
Real Time Eye AF Human/Animal
Optical SteadyShot
ISO 12800
20.1 Mega Pixels

*equivalent to 35mm

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HANDYCAM

FDR-AX43A

Built for stability and productivity

MRP Rs. 87,990/-

4K
Exmor R CMOS Sensor
8.29 Mega Pixel
30x Clear Image Zoom
XAVC S
Optical Steady Shot Active
Wi-Fi
NFC
ZEISS 26.8mm wide angle lens

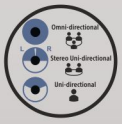
OFFER 64 GB High Speed Memory Card + Carrying Case

The live-streamer

ECM-S1

MRP: Rs.34,990/-

High Quality Sound
3 large-diameter Capsules (14 mm)



Three Direction Recording

Noise Cancelling Technology.

Wireless or Wired

Perfect Audio for Content Creators

ECM-W3

MRP: Rs.39,990/-

Dual Channel Wireless

Charging Case Supplied

Noise Cancelling Technology.

Wireless or Wired

Do-it-all like a pro

ECM-M1

MRP: Rs.33,000/-

High Performance Microphone 4 Capsules

Eight Direction Recording Modes

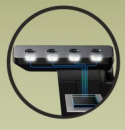
Noise Cancelling Technology.

Cable & Battery Free Operation

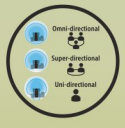
For the video enthusiasts

ECM-B10

MRP: Rs.19,290/-



High Performance Microphone 4 Capsules



Three Direction Recording

Noise Cancelling Technology.

Cable & Battery Free Operation

Enjoy excellent portability

ECM-G1

MRP: Rs.10,290/-

Large-diameter Microphone Capsule (14.6 mm)

Frontal Sound Collection

Cable Free or Wired

Compact & Light weight

ALPHA ACCESSORIES COMPATIBILITY CHART

Models	ILCE-1/ ILCE-1M2	ILCE-7SM3	ILCE-9M3	ILCE-7RM5/ 7RM4	ILCE-7RM3	ILCE-7CM2/ ILCE-7C	ILCE-7M3	ILCE-7M4	ILCE-6700	ILCE-6600	ILCE-6400	ILCE-6100	ZV-1	ZV-E1/ ZV-E10
ECM-W3 Microphone	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ECM-W3S Microphone	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ECM-W2BT Microphone	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ECM-S1 Microphone	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
ECM-M1 Microphone	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓

Models	ILCE-1/ ILCE-1M2	ILCE-7SM3	ILCE-9M3	ILCE-7RM5/ 7RM4	ILCE-7RM3	ILCE-7CM2/ ILCE-7C	ILCE-7M3	ILCE-7M4/ ILCE-7M5	ILCE-6700	ILCE-6600	ILCE-6400	ILCE-6100	ZV-1	ZV-E1/ ZV-E10
ECM-B10 Microphone	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓
ECM-B1M Microphone	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓
ECM-G1 Microphone	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
XLR-K3M Microphone	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓
ECM-LV1 Stereo Lavalier	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
HVL-F60RM2 Flash	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
VG-C5 Vertical Grip	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
VG-C4EM Vertical Grip	✓	✓	✓	✓	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗
GP-VPT3 Shooting Grip	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
GP-VPT2BT Shooting Grip	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
NP-FZ100 Battery	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗
BC-QZ1 Battery Charger	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗
RMT-VP2 Remote	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

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HIGHER CAPACITY → 3x

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SF-G64T	MRP Rs. 14,340/-
SF-G128T	MRP Rs. 26,670/-
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- Read Speed up to 300* MB/s
- Write Speed up to 299* MB/s
- Video Speed Class:V90
- World's first rib-less SD card
- 5 Years Warranty

SF-E64	MRP Rs. 3,130/-
SF-E128	MRP Rs. 6,550/-

1. R^: upto 270* MB/s & W^: upto 45* MB/s (64GB)
2. R^: upto 270* MB/s & W^: upto 100* MB/s (128GB)
3. Video Speed Class: 64GB - V30, 128GB - V60
4. Works brilliantly for 4K and Full HD Recording
5. Compatible with both UHS-II & UHS-I Port Cameras
6. 5 Years Warranty

^ R - Read Speed, W - Write Speed

MEMORY CARD READER

MRW-G3	MRP Rs. 17,990/-
MRW-G2	MRP Rs. 13,700/-

1. High-speed data transfer:-
   MRW-G2: SuperSpeed USB 10 Gbps (USB 3.2 Gen 2)-
   MRW-G3: SuperSpeed USB 40 Gbps with up to 4× faster transfer* (T&C apply)
2. Memory card support:-
   MRW-G2: CFexpress Type A and SD UHS-II / UHS-I memory cards-
   MRW-G3: CFexpress Type A memory cards
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4. Ultra-Compact & Light Weight
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CREATORS' APP

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https://creatorscloud.sony.net/catalog/en-us/creatorsapp/index.html
(Some cameras may need the latest system software update)

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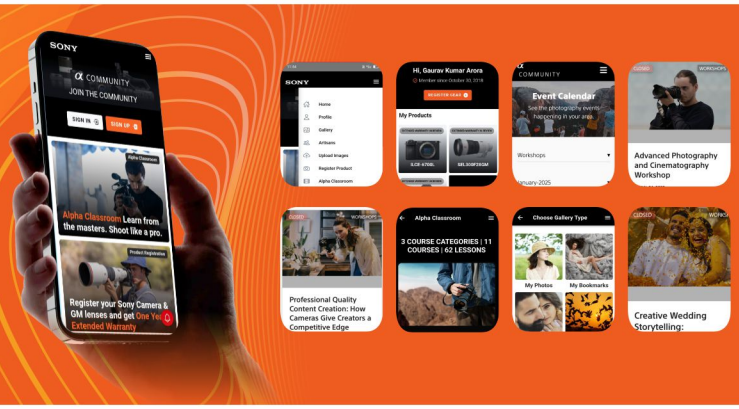

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