

Motorola and Flipkart extend their strategic partnership, launch moto e6s and global-first Smart TV in India

- *moto e^{6s}, the 6th generation of the moto e family, is available on Flipkart from 23 September 2019 at INR 7,999*
- *The Motorola Android 9.0 Smart TV, with variants across HD, FHD, and UHD, developed in partnership with Flipkart, is a global-first for the iconic mobile brand,*

New Delhi, 16 September 2019: Flipkart, Motorola's strategic partner, today launched its first range of Motorola **Android 9.0 TVs** in the Indian market. The Motorola smart TV marks the smartphone brand's entry into the consumer durables space and will be available in **7 variants in HD ready, Full HD, and Ultra HD (4K) starting at INR 13,999** from 29 September 2019. The 6th generation of the moto e family, moto e^{6s}, was also announced today. Moto e^{6s} offers the best of storage with no compromise and comes at an affordable price point of INR 7,999/-.

The new moto e^{6s} does justice to its tagline **#AbNoCompromise** delivering the best dual camera in this price range. The 13-megapixel (MP) main camera offers a large pixel size at 1.12µm and produces beautifully crisp snapshots. The 2 MP depth sensor and built-in bokeh mode allows users to blur out the foreground or background for great portrait shots. Equipped with an 8 MP front-facing camera, the moto e^{6s} is perfect for selfies, and the 6.1-inch Max Vision HD+ display offers a top-notch viewing experience. Packed with a powerful 3000 mAh removable battery, moto e^{6s} comes with a rear-mounted fingerprint sensor and a dedicated microSD card slot that creates room for an additional 512 GB of storage.¹

Just as the moto e^{6s} was built with consumers in mind, the Android 9.0 Motorola smart TV was developed in partnership with Flipkart, with the Indian consumer in mind. Flipkart, a leader in Indian e-commerce space and a homegrown company, used its wealth of key customer insights and feedback, to ensure the Motorola Smart TV speaks directly to consumer needs. Such focus on the Indian consumer is unprecedented in the television market.

The 4K range of Motorola Smart TVs are powered by cutting-edge Dolby vision with HDR10, which allows for best-in-class brightness, in addition to 1.07 billion colors and an IPS panel. The smart TV also comes with revolutionary MEMC technology that enables seamless fluid, frame-to-frame motion and exceptional screen refresh rates, ideal for fast-paced gaming and high-octane action movies. They also come with a wireless AndroidTV Gamepad for a fantastic gaming experience. With Motorola's AmphiSoundX, the in-built superior 30W speaker with DTS TruSurround Sound enables dialogue enhancement and provides astoundingly immersive surround sound. Consumers can also explore new entertainment opportunities and experience all-round ease with Google Assistant, Chromecast, and official Google Android Pie V9.0. Motorola TVs comes with BlazeX performance powered by unparalleled superior specs such as 2.25GB RAM, 16GB ROM, next gen fastest Triple core Mali GPU with Quad Core Processor.

Adding to the biggest announcement of the year, **Mr. Prashanth Mani, Country Head and Managing Director, Motorola Mobility** said *"We are thrilled to announce moto e^{6s} that will be disrupting the budget smartphone segment with its remarkable pricing and features. Apart from that, we are also excited to be entering a completely new category, i.e., smart televisions, in partnership with India's largest e-commerce giant, Flipkart. This strategic partnership has been in existence for our smartphones and now we have taken it to another level. The Motorola Android TVs, just like our smartphones, are crafted to perfection keeping today's consumers' needs and expectations in mind. We are excited to explore this category with our trusted partner, Flipkart."*



Commenting on the launch, **Mr. Adarsh Menon, Vice President and Head - Private Labels, Electronics and Furniture at Flipkart**, said, *“We at Flipkart are delighted to partner with Motorola to bring this industry-leading Smart TV to the country. This global-first move for the Motorola brand is a strong testament to the power of the Indian consumer and market. We have taken great care to listen to what our customers are looking for and have designed the TV based on their feedback. We look forward to a continued and fruitful relationship with Motorola, a brand that stands for the same values that Flipkart does -- innovation and putting the customer first.”*

Detailed Product Specifications for moto e^{6s}:

Operating system	Android™ 9 Pie
System Architecture/Processor	MediaTek Helio P22, octa-core, 2.0GHz
Memory (RAM)	4 GB
Storage (ROM)	64 GB
Expandable Storage	Up to 512 GB with microSD card support
Dimensions	155.6 x 73.06 x 8.6 mm
Weight	149.7g
Display	6.1" u-notch, HD+ (1560 x 720p) resolution, 19:5:9 aspect ratio (Max Vision), 80% screen-to-body ratio
Battery	3000 mAh, removable
Charging	10W charger
Water Protection	No
Networks	4G LTE, UMTS, GSM
Bands	2G: GSM band 2/3/5/8, 3G: WCDMA band 1/2/5/8, 4G: LTE band 1/3/5/7/8/20/38/40/41
Rear Camera	13MP AF f2.0, 1.12um + 2MP depth sensor, LED flash
Video Capture	MPEG-4/H.263/H.264
Front Camera	8MP f2.0, 1.12um
SIM Card	Dual: Micro + Nano SIM
Connectivity	Micro USB
FM Radio	Yes
Audio	No
Bluetooth® Technology	Bluetooth® 4.2
Wi-Fi	802.11 b/g/n
Speakers / Microphones	Single speaker, 2-Mics
NFC	No
Location Services	GPS, AGPS, GLONASS, Galileo
Sensors	Fingerprint reader, Proximity sensor, Accelerometer, Ambient Light sensor
Colors	Polished Graphite; Rich Cranberry



Detailed Product Specifications for Motorola Android 9.0 TVs:

Specification	32' HD Ready	43' FHD	43' UHD	50' UHD	55' UHD	65' UHD
Resolution	HD Ready	FHD	UHD	UHD	UHD	UHD
Viewing Experience	-	-	Dolby Vision - HDR10	Dolby Vision - HDR10	Dolby Vision - HDR10	Dolby Vision - HDR10
Panel	LG (IPS)	LG (IPS)	LG (IPS)	Innolux	LG (IPS)	LG (IPS)
Gaming	Gaming controller inside	Gaming controller inside	Gaming controller inside	Gaming controller inside	Gaming controller inside	Gaming controller inside
OS	Certified Android 9.0	Certified Android 9.0	Certified Android 9.0	Certified Android 9.0	Certified Android 9.0	Certified Android 9.0
Audio	Dolby Audio	Dolby Audio	Dolby Audio DTS Trusurround	Dolby Audio DTS Trusurround	Dolby Audio DTS Trusurround	Dolby Audio DTS Trusurround
Speaker Output	20W	20W	20W Built-in front firing speakers	30W Built-in front firing speakers	30W Built-in front firing speakers	30W Built-in front firing speakers
GPU	Mali-470 MP3	Mali-470 MP3	Mali-450 GPU	Mali-450 GPU	Mali-450 GPU	Mali-450 GPU
Processor	Quad-core processor	Quad-core processor	Quad-core processor	Quad-core processor	Quad-core processor	Quad-core processor
Speed	-	-	MEMC Inside for lag-free screen shift and gaming experience	MEMC Inside for lag-free screen shift and gaming experience	MEMC Inside for lag-free screen shift and gaming experience	MEMC Inside for lag-free screen shift and gaming experience
RAM/ROM	1GB/8GB	1GB/8GB	2.25GB/16GB	2.25GB/16GB	2.25GB/16GB	2.25GB/16GB

About Motorola Mobility

Motorola Mobility LLC was acquired by Lenovo Group Holdings in 2015. Motorola Mobility is a wholly-owned subsidiary of Lenovo, and is responsible for designing and manufacturing all Moto branded mobile handsets. For more information, visit www.motorola.in

About Flipkart

The Flipkart Group is one of India’s leading digital commerce entities and includes group companies Flipkart, Myntra, Jabong, and PhonePe. Launched in 2007, Flipkart has enabled millions of consumers, sellers, merchants and small businesses to be a part of India’s e-commerce revolution. With a registered customer base of over 160 million, offering over 150 million products across 80+ categories, Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians. Together with Myntra and Jabong, which hold prominent



positions in the online fashion market, and PhonePe, India's fastest growing digital payments platform, the Flipkart Group is steering the transformation of commerce in India through technology.

Legal Disclaimers

¹ Supports up to 512GB microSD card, microSD cards sold separately. Content with DRM restrictions may not be able to be moved to the card.

For more information, please contact:

Zeno Group India

Tejal Tarun | tejal.tarun@zenogroup.com | 9599440546

Raghav Sharma | raghav.sharma@zenogroup.com | 9873952214

Flipkart

Aaradhana Ramesh | Aaradhana.Ramesh@Flipkart.com | +91 9916170030

Aakriti Singh | Aakriti.Singh@Flipkart.com | +91 9810108749
