



MarQ by Flipkart launches 6 new variants in its Washing Machine range

- The full range will now include 7 variants in semi-automatic, 5 in top-load, and 6 in front-load
- Tapping the feedback of the consumers, all the variants offer energy- and water-saving features
 - The 'Washer plus Dryer' front load unit offers 'Ready to Wear' cleaning function
- Priced between INR 11,499 to INR 31,999 the new variants boast best-in-class technology
- Flipkart's MarQ Care, a free doorstep delivery service, to take care of after-sales service

Bengaluru, 17 June 2019: Flipkart, India's largest e-commerce marketplace, today announced the launch of 6 new washing machine variants under its MarQ by Flipkart brand. With the new additions, the brand will have 7 models in Semi Automatics, 5 in the Top Load segment and 6 models in the Front Load segment. The new line-up, which caters to the needs of Indian households, is now available on the platform with prices that range from INR 11,499 to INR 31,999, depending on the capacity and style.

MarQ by Flipkart ventured into the washing machine category in December 2017 with semi-automatic washers. The brand has seen tremendous interest from consumers since then and has played a key part in filling the need gaps in the market, as expressed by customers. MarQ by Flipkart is built to offer great value proposition to Indian customers, who are looking for the latest features in their home appliances, without creating a financial burden.

Tapping the pulse of consumers, the new Washer plus Dryer machine boasts a 'Ready to Wear' function, where clothes come out of the wash with 95% dryness level, enabling instant wear. This is ideal for those on the move, particularly younger working Indians, and is also perfectly timed with the upcoming monsoon season. Packed with best-in-industry features, washers in the front load segment have in-built inverter technology with a brushless DC motor which offers more than 30% energy and water savings. Further, with the 'Tub Clean' feature, the machines have the ability to auto clean at a 90 degree Celsius temperature in order to avoid microbial formation and ensure a healthy, clean and bright wash.

Commenting on the launch, **Adarsh Menon, Head of Private Brands, Electronics and Furniture at Flipkart** said, *"Our in-house brand MarQ by Flipkart has always focused on giving our customers the industry-best features they are looking for, as well as value for money. Based on their feedback, we are continuously innovating and expanding our line of products. The new range of washing machines fills a crucial gap in the market and helps turn aspirations into reality. We will continue to deliver innovative technology and value to our customers through all our products."*



All the upcoming MarQ by Flipkart washing machines have Auto Balance technology, which helps keep clothes tangle free. All products also have the latest tech that helps in energy saving and also operates with low water pressure, ideal for Indian conditions and environmentally friendly, as well. The machines are built for gentle scrubbing and better cleaning, and have an Express Wash feature for instant cleaning. In addition, the machines also have 'Buzz Free Operation', which allows noise level to stay less than 72 dB.

Flipkart has also launched MarQ Care, a specialized service for free delivery at the doorstep that is run by the company's service arm Jeeves. Capturing 15,000+ pin codes with a 12x7 operational service, Flipkart assures excellent delivery and installation as part of its after-sales service package.

When shopping online, research suggests Indian consumers increasingly prefer top-load and front-load washing machines. That is reflective of the growing aspirations of a maturing middle class with more disposable income and less time on their hands.

Washing Machine Variant	Capacity	Price
Front Load	10.2 Kg	INR 26,999
Front Load Washer + Dryer	10.2 Kg/7 Kg	INR 31,999
Top Load	6.5 Kg	INR 11,499
Top Load	8 Kg	INR 14,999
Top Load	8.5 Kg	INR 15,999
Top Load	10.2 Kg	INR 17,999

About Flipkart

Flipkart is India's largest e-commerce marketplace with a registered customer base of over 150 million. 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 over 100,000 registered sellers, Flipkart offers over 80 million products across 80+ categories including Smartphones, Books, Media, Consumer Electronics, Furniture, Fashion and Lifestyle. Flipkart is known for pioneering industry-first innovations such as Cash on Delivery, No Cost EMI and easy returns – customer-centric services that have made online shopping more accessible and affordable for millions of customers.

For media queries, contact:

Aaradhana Ramesh | aaradhana.r@flipkart.com | +91 99161 70030
Aakriti Singh | Aakriti.singh@flipkart.com | +91 98101 08749