



Flipkart expands private brands MarQ and Perfect Homes in lead up to festive season

- *Product selection and variants scaled up to cater to a wide range of customer desires*
 - *Both brands have witnessed robust growth over the past year*
- *In addition to quality and after-sales service, brands offer great aesthetics, features, and strong value proposition*

Bangalore, 23 September 2019: Flipkart, India's leading e-commerce marketplace, has bolstered the proposition of its large appliances brand MarQ and furniture brand Perfect Homes, ahead of the upcoming Big Billion Days. With many Indians looking to make lifestyle changes during the auspicious festive season, the company has ramped up its private brand offerings to help consumers both in urban India and 'Bharat' who are seeking strong value proposition without compromising on aesthetics and features.

Over the last year, MarQ by Flipkart has added new categories, including high-tech home and personal audio devices and an AndroidTV streaming box. It has also scaled up the number of products under its existing portfolio of Washing Machines and Refrigerators. The brand has grown 2X over the past year, with nearly 40 percent of its business coming from Tier 3+ cities, and 35 percent from metros.

With customers increasingly prioritising after-sales care, Flipkart has also scaled up its after-sales program, MarQ Care, expanding serviced PIN codes by 1.5X and its pan-India team of service technicians to 4,000 plus. Its at-home services include tech visits, product demos, and product installation – all of which can be availed from 9 AM to 9 PM every day of the week. TVs under the private brand also come with 'Complete Appliance Protection', a three-year care plan that covers manufacturing and accidental damage, while refrigerators come with a best-in-class 10-year warranty.

Perfect Homes by Flipkart, too, has further bolstered its portfolio, which already housed beds, sofas, dining tables etc, by now adding categories such as bookshelves and kitchen cabinets. The brand has also forayed into home furnishings and home decor, with a play in categories like wall clocks, lamps, bedsheets and bath linen. During last year's edition of The Big Billion Days, Flipkart Perfect Homes became the country's largest furniture brand. Since then, the brand has grown by over 2X and has also expanded its serviced PIN codes 2X. Metros, Tier 1 and Tier 2 cities have largely served as drivers for the brand, with Patna, Lucknow, Coimbatore, Guwahati, Mangalore, and Bhubaneswar being some of the key markets.

Both brands have also boosted their manufacturing capabilities to cater to increased demand during the festive season. Over the last year, Flipkart has been channeling its sourcing strategy inward, looking to partner with top-of-the-line Indian factories to develop the nascent manufacturing ecosystem in the country. Both MarQ by Flipkart & Flipkart Perfect Homes have grown their number of manufacturing partners by over 2X in 2019. All the products under both brands are of the highest quality and specs, at prices that will find strong resonance with customers during the festive season.



Adarsh Menon, Vice President, Private Brands, Electronics & Furniture at Flipkart, said, *“The focus of our Private Brands at Flipkart is always the customer – from designing products all the way through to after-sales care. The festive period is a crucial time for many Indians, who save for months in advance to upgrade their homes. Through MarQ by Flipkart and Flipkart Perfect Homes we are helping these customers afford their dreams, giving them the best aesthetics and latest features, within their budgets. We have been preparing for this Big Billion Days for months now and we are excited to enable millions of Indians in realising their aspirations this festive season through Flipkart’s private brands.”*

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 around 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.

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