



Flipkart adds a royal touch to your home; introduces furniture by House of Pataudi

- To introduce a range of heritage furniture from House of Pataudi across verticals this Big Billion Days
- Millions of consumers across India will have access to a wide range of heritage furniture

Bengaluru, 26th September 2019: To enable consumers get the best of premium furniture ahead of the festive season, Flipkart, India's largest e-commerce marketplace, today announced the foray of Saif Ali Khan-backed House of Pataudi in the online furniture space during this year's Big Billion Days. This foray is reflective of growing importance of e-commerce with brands who aim to reach out to a wider base of consumers across India.

The House of Pataudi range of furniture, co-designed with Flipkart, will include a wide range of solid wood products across verticals including Study and Living room furniture and will allow the brand to serve consumers who desire premium royal furniture but lack selection and are usually underserved. The partnership will also help the brand make inroads into tier-II cities and beyond where there's a lot of latent demand for quality premium furniture.

Commenting on the partnership, **Adarsh Menon, Vice-President, Furniture, Electronics and Private label at Flipkart said**, *"As the leading furniture marketplace in the country, we constantly strive to bring the widest and most diverse choice of furniture to our consumers. This has enabled us to become a launchpad for several brands who want to serve customers across the country. Our partnership with House of Pataudi is a big step towards solving for consumers by offering the widest choice of heritage furniture, both in terms of design and price points along with seamless access to the product. It also adds to our growing range of premium furniture which is witnessing fast adoption in India and will help in making Flipkart the one-stop destination for all kinds of furniture in India."*

On the foray into furniture line of his family brand House of Pataudi, actor **Saif Ali Khan** said, *"I am truly humbled with the ecstatic response that House of Pataudi has been receiving. It's a matter of immense pride to share beautifully designed furniture décor pieces with consumers. Every piece is a work of art and reflects the taste and sophistication the family represents. It is also very exciting to have a partner like Flipkart which will give us a wide reach and great impact."* The brand House of Pataudi was launched in 2018 and is co-owned by Myntra, Sai Ali Khan and Exeed Entertainment.

Afsar Zaidi - founder & enabler of Exceed said, *"Our ambition with House of Pataudi is to build a multi-category fashion and lifestyle brand. We want to offer dimensions of the glorious Pataudi heritage and take it to newer audiences. Venturing into home furniture pieces is an important move for us in this journey. Inspired by the colonial interiors and exquisite pieces at the Patuadi Palace, the collection truly embodies the elegance, sensibility and ethos of the family heritage. We are really excited about our partnership with Flipkart, which offers wide access and presence in one of the fastest growing*



HOUSE OF PATAUDI



e-commerce categories in the country."

Furniture has been one of the fastest growing categories for Flipkart offering the widest choice of durability certified products, affordable payment constructs such as Buy Now Pay Later, No-cost EMI, Debit Card EMI and a seamless delivery and installation across 80% pincodes in the country.

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.

About House of Pataudi

'House of Pataudi' co-owned by Myntra, Exceed Entertainment and Saif Ali Khan exemplifies the latter's classic and contemporary style and taste. It is a lifestyle brand for men and women that delivers fine taste and refinement to the discerning and the fashion conscious. Each piece not only exudes style, but also narrates the rich story and history of the Pataudi heritage. The collection is exclusively available on Myntra.

About Exceed Entertainment

Exceed Entertainment is a pioneering, multi-platform entertainment management company based out of Mumbai. As a multi-functional and versatile entertainment company it specializes in entertainment marketing and consulting, film casting, content packaging, movie marketing, live event management, sports hospitality, licensing & merchandising, influencer & digital marketing.

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