



## Flipkart Partners With Beardo To Launch Grooming Kit & Electric Trimmer

*Launch is a first-in-portfolio for Beardo*

*5-in-1 Grooming Kit to be available from 29th April, at a Special Launch Price of Rs. 1,499 on Flipkart*

**Bengaluru, 29 April 2019:** Flipkart, India's leading e-commerce marketplace, today announced that it has tied up with men's grooming brand, **Beardo**, to launch the brand's first-ever grooming kit and electric trimmer in the country. The five-in-one kit will be available on the online platform from 29th April, starting at a special launch price of Rs. 1,499. The Electric Trimmer, priced at Rs. 999, is slated to launch later in May.

The partnership with Flipkart assumes significance as this is the first time Beardo is venturing into the electronics space, having previously established itself in the personal care and beauty segment. With this collaboration, Flipkart is expanding its portfolio to meet the needs and desires of its growing customer base and the burgeoning male grooming category, while Beardo will get access to the platform's 150 million+ pan-India consumer base.

This partnership comes at a pivotal time for the still-nascent men's grooming industry in India, which is estimated to be worth around \$30 billion. The segment will likely continue its rapid growth on the back of an expanding middle class and youth population that are increasingly conscious of grooming habits. The men's grooming category has seen an exponential growth on Flipkart over the last 2 years. The portfolio currently comprises of 10,000+ products. In the three years since it launched, Beardo has become India's chosen men's grooming brand and has expanded its portfolio to over 50 products, with a salon presence in 50 cities nationwide.

"At Flipkart, we are constantly working to ensure our customers have access to the trendiest and best products from top-tier brands. We are delighted to partner with Beardo to launch their first-ever beard and body hair grooming device. Over the last year, we have seen tremendous demand in the grooming and personal care segments, making this the perfect time for the partnership. We are looking forward to continued collaboration with Beardo, to help them expand their reach and portfolio across the country," said **Adarsh Menon, VP of Private Labels, Electronics and Furniture at Flipkart.**

**Ashutosh Valani, Co-founder, Beardo** said, "The new Grooming Kit and Trimmer is a comprehensive male-focused product designed by Flipkart & Beardo. At Beardo, it's all about personal & grooming care for men. Our partnership with Flipkart will ensure 'Beardos' around the country will have easy access to the must-have men's grooming accessory in addition to our extensive product portfolio. Being pioneers and leaders in the men's grooming space in India, Beardo will continue to push the boundaries of innovation and product design."

The five-in-one Beardo Grooming kit is equipped with precision trimmer, beard groomer, body hair groomer, nose and ear hair trimmer and foil shaver. It allows for rapid charging, with a runtime of 45 minutes on a single charge and comes with a 2 year warranty.



(Images)







**BEARDO**

-  Washable Titanium blades with 0.5mm precision
-  Precision trimmer for sharp contours
-  Ergonomic Design
-  Rapid Charging
-  Corded and Cordless usage
-  Run-time of 45 mins with single charge
-  Smart LED charge indicator
-  2 Year Warranty



### 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 150 million,



offering over 80 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 Beardo**

Founded in 2015 by Ashutosh Valani and Priyank Shah, Beardo has become India's most chosen men's grooming brand in just three short years. In 2017, Marico one of India's leading companies in FMCG for beauty and wellness invested in the company.

Fast forward to today, With Yash as a Brand Ambassador & Bhuvan Bam and many others as a Digital Influencer, Beardo has a range of 50+ products in its portfolio, a salon presence across 60 Indian cities and a social following that's rapidly approaching the 6 million mark, there's simply no stopping!

Over time, we found our voice as a brand. Who were we? we were every man, we loved life and most of all, we loved looking good! Beardo is not just a brand, it's a community. A community of a kind that has never existed before.

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