

Flipkart's Mobiles Exchange Program: The reason you should upgrade your smartphone this Big Billion Days

~ Offers the best benefits to consumers this festive season

6 September 2019: According to a recent study, in a country where smartphones have become ubiquitous, 68 percent of the households in India sell their old mobile phones because of their desire to upgrade. This is mind, Flipkart identified an opportunity to improve the shopping experience of users and created a solution that gives them a good deal for their old devices.

Flipkart, India's leading marketplace, pioneered a first-of-its-kind mobiles exchange program, designed to enable millions of desirous customers to exchange their old phones for new ones. The Mobiles Exchange Program helps consumers to get a reasonable price for their old mobile phones, against the purchase of a new device in the same category. This helps the customers to buy gadgets with better specifications at a lower price point that what would have not been possible without the exchange price.

What's special this year?

- Phones in any working condition will be accepted by Flipkart this festive season. Consumers can now even exchange phones with broken screens.
- Consumers will get differential value based on the condition and variant of the phone, instead of a flat price based on the brand and model.
- Flipkart is also accepting old smartphones which other platforms or stores will not. Consumers need to simply choose '*any other smartphone*' option if their old smartphone is not present in the list on the Flipkart platform.

Here is your guide to everything you need to know about this Mobiles Exchange Program, to ensure the best price for your new mobile when shopping during Big Billion Days.

What are the top features of Flipkart's Mobile Exchange Program?

Flipkart's Mobile Exchange Program is a hassle-free, legitimate platform for customers to exchange their old mobile phones for new ones. Top Features of the exchange program are:

1. Instant Discount offered on original phone purchase
2. Hassle-free pickup from the doorstep at the time of delivery
3. Great value for an old device

Why is the exchange, an added value?

Technology accelerates on a frequent basis, and our gadgets need to match their frenetic jump to fuel our fast-paced lives. Our smartphones are a prime example of technology that finds itself being replaced very often. A better front-facing camera, a faster processor, a better OS, a slimmer design, a better screen, 5G phones, you name it, and there's a reason to switch. This exchange program is important as it saves you

from throwing your old phones away and gives it a value. Before Flipkart's exchange program, customers rarely sold their old devices as it was never an easy process.

How can you exchange your old phone for a new one ?

While ordering a phone of their choice on Flipkart; the customer has an option to add the details of their old phone i.e. brand, model & IMEI number. After entering the details, the amount that has been allocated for the old phone is deducted from the price of the new phone.

- Once the order is placed with the exchange, at the time of delivery of new phone, trained Flipkart executives will verify the IMEI number, screen and overall condition of the old phone being exchanged.
- If the old phone meets the criteria, it is accepted. In the case of the phone being rejected, the customer will have to pay the difference amount.

What are the new benefits that are being added to the exchange program?

Currently, Flipkart offers a flat discount value on an old phone based on the brand and model, provided it meets a minimum threshold of quality during the doorstep check. A new product feature will be executed in a few months, where in, the trained Flipkart delivery executives will grade the phones on different quality levels, in addition to IMEI checks. Old phones that are assessed as high quality devices will fetch additional discounts for the customer.

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