



## MarQ by Flipkart announces launch of Insignia range of Air Conditioners

- The air-conditioners are available in both BEE ratings of 3-star and 5-star in the 1.2-ton and 1.5-ton variant respectively
- The range will be available on Flipkart from (10th April), starting at INR 25,999
- The Innocool Insignia range of ACs comprise of models such as: 1.2 Ton 3 Star Inverter, 1.5 Ton 3 Star Inverter and 1.5 Ton 5 Star Inverter

**Bengaluru, April 10, 2019:** Flipkart, India's largest e-commerce marketplace, announces the launch of the Insignia range of air conditioners from the MarQ by Flipkart private brand portfolio. Catering to the needs of the new-age Indian, the Innocool Insignia range of ACs are available across both BEE ratings of 3-star and 5-star in the 1.2-ton and 1.5-ton variant respectively. The range is available on Flipkart starting 10 April, competitively priced at INR 25,999 onwards.

MarQ, a Flipkart brand, sits at the intersection of quality & affordability, with a focus on both aesthetics and need-gaps unique to the Indian consumer. Since launching in 2018, the MarQ by Flipkart AC range has grown to include 15 models. To cater to the growing demand for energy efficient ACs, MarQ by Flipkart has developed offerings in both the inverter and split segments. The ACs are designed to suit Indian tastes and lifestyle requirements, keeping in mind the customer's desire for sleek and efficient units.

The Insignia range of ACs boast innovative engineering that makes it a holistic device, with the latest technological advancements that ensure a cutting-edge, seamless and hassle-free experience. In line with the brand's promise to deliver variety in terms of design, the Insignia range comes with a reflective, tinted **mirror-finish** panel and bridges the gap between home décor and powerful performance. As part of Flipkart's after-sales care initiatives, once delivered the AC will be installed hassle free, with maintenance covered under Flipkart's extensive warranty.

"MarQ by Flipkart aims to address the Indian customer's specific and varied needs, while making the latest and best technology accessible to them at affordable prices. We have witnessed a growing trend amongst consumers looking for energy efficient and aesthetically pleasing ACs. With the Insignia range, customers will have access to ACs with sleek design & the latest technology, at very compelling prices. We will continue to listen to our customers on what they need and desire, and will continue to expand our product range to best serve them," said **Adarsh Menon, Vice President - Private Labels, Electronics, Furniture at Flipkart.**

On the inside, the Insignia range The **Follow me technology** can be activated at the touch of a button and sensors detect the most appropriate temperature from the remote control, which serves as a **remote thermostat** in this regard. The Insignia also comes with **Self-cleaning technology**, which at the press of a button initiates a four-stage cleaning process. The evaporator is cleaned through a cycle of frosting, defrosting, drying and sterilization. This, along with the **100% copper condenser**, allows for energy savings without compromising on effective cooling, and also improves the durability of the AC. The **Golden fin evaporator** prevents corrosion and ensures the longevity of the evaporator. The Insignia



comes with a **Self-Diagnosis technology** that displays an error code in case of a glitch. The 1.2 ton variant of the Insignia AC was designed specifically keeping in mind that most new Indian homes are between 100-150 sq. ft.

The overall AC market grew 15% last year and will likely continue that trajectory this year growing this year, with more first-time customers entering the market and temperatures shooting up earlier.

### **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.

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