



Flipkart launches 'Adrenex', private brand in sports & fitness segment

- *Brand launch coincides with the start of the ICC Cricket World Cup 2019 in England*
- *Brand to target next-gen sports and fitness aspirants, a growing market in India*
 - *'Adrenex' will cover a wide variety of sports and fitness accessories and equipment*
- *All Adrenex products undergo high standard quality and endurance testing*

Bengaluru, May 29, 2019: Flipkart, India's leading e-commerce marketplace, today announced the launch of Adrenex, its in-house sports and fitness brand. Designed to cater to the unique needs of Indian customers, who are increasingly seeking a healthy and active lifestyle, Adrenex by Flipkart currently offers a diverse range of selection, across 220+ products in the Sports and Fitness category.

The launch of Adrenex by Flipkart coincides with the start of the ICC Cricket World Cup 2019 in England, a period that is likely to see sports fever spike across the country. The launch also comes at a pivotal time for the sport & fitness industry in India, which estimates suggest will be valued at \$5.6 billion by 2023 from the current \$3.3 billion.

Adrenex was introduced just before the Big Billion Days 2018, and has already grown 3X over that period. The brand is massively expanding its catalogue to address all sporting and fitness needs, no matter how niche or diverse, from cricket gear and yoga mats to skating gear.

In order to meet the needs of India's burgeoning class of fitness enthusiasts, the Adrenex by Flipkart portfolio comprises special performance-tested products at affordable prices, seeking to combine quality and value -- Flipkart Private Brands' promise to customers. Through Flipkart's pan-India logistics network, Adrenex by Flipkart will bring the latest and best sporting accessories and equipment to the company's 150 million plus customer base.

Commenting on the launch, **Adarsh K Menon, Vice President of Private Brands, Electronics and Furniture at Flipkart**, said, *"The aim of Flipkart's Private Brands has always been to solve for our customers' unique needs across categories, by providing them with the best quality at affordable prices. By launching Adrenex, we are looking to better serve Indians who are becoming increasingly health and fitness conscious, but may not have access to good quality equipment. Going forward, we will be adding more products to our catalogue, with the goal of serving every sports and fitness need that a customer might have."*



As Indians gear up for the Cricket World Cup, Adrenex by Flipkart has launched a full catalogue of cricket equipment. The brand also currently houses accessories for all other major sports, such as basketball, volleyball and football. The brand is strengthening its foothold by adding to its range of Sports and Fitness products and will soon include treadmills, Home Gym setups, cycles, skates, etc.

About Flipkart Group:

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.

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