



## **Flipkart collaborates with Nokia to introduce the first Nokia Smart TV in India; boosts 'Make in India'**

- Marks the entry of Nokia brand into the Televisions category in India
- The Nokia branded Smart TVs come with Sound by JBL, a first-time initiative by the JBL brand in India
- Flipkart will facilitate domestic manufacturing and end-to-end sales of the Nokia branded Smart TVs to help create thousands of new jobs

**Bengaluru, 06 November 2019:** Flipkart, India's leading e-commerce marketplace, announced today that it has entered into a strategic relationship with Nokia that grants it the use of the Nokia brand for Smart TVs in India – a global first for the brand in the TV category. In line with this, Flipkart will leverage its understanding of the needs of Indian consumers to develop, facilitate the manufacturing and distribution of the Nokia branded Smart TVs, while managing the end-to-end go-to-market strategy.

As per industry reports, digitally influenced shoppers are set to significantly drive up demand for consumer durables in India over the next five years. Flipkart is leveraging the increasing prevalence of online shopping in metros, Tier-2 and Tier-3 cities, combined with vast amount of consumer insights and feedback, to strengthen its presence in this segment. Flipkart's strong track record of using technology to create best-in-class experiences for its large and growing pan-India consumer base helped establish it as the partner of choice for Nokia, a brand trusted globally for its design and technology expertise.

The Nokia branded Smart TVs will feature superior audio quality powered by JBL's sound program, an initiative by HARMAN to expand the uses of its audio expertise further. JBL by HARMAN is known for high-quality audio equipment, and this will be its first foray into the television space in India. The partnership is backed by Flipkart's consumer insights, which found that poor sound quality and experience is a major pain point for customers purchasing televisions.

*"We are delighted that Flipkart, the leading e-commerce company in the country, will bring the first-ever Nokia branded Smart TVs to India. Today marks the start of an exciting new chapter for the Nokia brand in a new category. And where better to start than in India, where our brand has been trusted for quality, design and reliability. Flipkart's understanding of the needs and behaviors of Indian consumers, and the power of its reach, will help it make Nokia branded Smart TVs accessible and affordable to many," said **Mr Vipul Mehrotra, Vice President, Nokia Brand Partnerships.***

*Commenting on the partnership, **Mr. Adarsh Menon, Senior Vice President and Head - Private Brands, Electronics and Furniture at Flipkart,** said, "Working with Nokia allows us to further expand the choice of high-quality, technologically advanced products for Indian consumers. Nokia is a globally popular technology brand and enjoys immense brand recall, so we're excited to start this journey with them to extend the brand into a fast-growing product segment. We are committed, as always, to bringing best of brands and technology together as we work towards welcoming the next 200 million consumers on our platform."*

*"We are very proud of our partnership with Flipkart, providing a powerful sound improvement for the Nokia Smart TV. This is the perfect example of how at HARMAN, we are dedicated to impacting the way consumers experience audio. JBL's iconic sound is revered by millions of Indians and now we are thrilled*



*to bring this captivating quality in a TV for the first time in the country. With our trajectory of having prior successful collaborations all over the world, we have no doubt that consumers will be able to enjoy a TV with sound that truly pulls them in with immersive experience. That is the JBL sound promise, and we are looking forward to seeing how this will impact the TV market with a strong feature differentiator,” said **Mr. Pradeep Chaudhry, Country Manager - HARMAN India.***

**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 200 million, offering 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.

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