



Flipkart launches 'MarQ TurboStream' streaming stick designed to turn regular TVs into Smart TVs

- Enables consumers to convert a regular TV into a smart TV
- Android OS ensures familiarity, ease of use, and full access to Google Play apps
- The streaming stick is available on Flipkart, starting at INR 3,499

Bengaluru, 05 November 2019: Flipkart, India's leading e-commerce marketplace, has launched a streaming stick under its private brand 'MarQ by Flipkart', foraying into a segment that is rapidly gaining traction with Indian consumers. The 'MarQ TurboStream' device is equipped with the latest Android 9.0 OS and leverages the familiarity, ease, and functionality of Google's widely popular operating system. It is available on the Flipkart platform starting at INR 3,499.

'MarQ TurboStream' is equipped with industry-leading features. The device is designed specifically for value shoppers who are looking to buy more affordable non-smart TVs and turn them into smart TVs. It comes with Full HD resolution of **1920*1080** at 60 frames per second; 1 GB DDR3 RAM; 8GB ROM; and streaming support for **2.4 GHz and 5 GHz WiFi**. It sports Dolby Digital Audio and a voice-controlled remote with Google Assistant. Moreover, unlike other products in the market, MarQ TurboStream leverages the power of the latest Android 9.0 and offers several advantages to consumers. With built-in Chromecast, it allows users to cast their mobile phone screens onto the TV and supports all apps available on the Google Play Store.

Resolution	1920*1080 at 60 frames per second
RAM	DDR3 1GB
ROM	8GB
Operating System	Android 9.0
Built-in Chromecast	Yes
Dual Streaming Wi-Fi	2.4Ghz and 5Ghz.
Sound system	Dolby Digital Audio

Adarsh Menon, Senior Vice President – Private Brands, Electronics and Furniture, Flipkart, said, *"Flipkart's Private Brands strategy has always focused on helping our consumers realise their aspirations, without having to compromise on design or their budget. Appetite for streaming devices and Smart TVs has been growing in India, particularly outside the top metros. The MarQ TurboStream is designed for these customers, to help them turn their regular TVs into Smart TVs. With the Android operating system being so popular in the country, the user interface of our streaming device will be familiar and will help customers adapt to the new technology quickly. Through this latest offering, we are once again bringing to the Indian market a product of unmatched quality, crafted to meet the needs of our consumers."*



According to a joint [study](#) by ASSOCHAM and PricewaterhouseCoopers in Dec 2018, the over the top (OTT) video market in India, primarily comprising of content streaming services, is expected to be among the top ten markets in the world, with a size of \$823 million by the year 2022.

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 around 200 million, offering over 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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