



## Flipkart introduces 'Complete Protection' plan for home appliances

- ~ Launches the most comprehensive and a first-of-its-kind plan for TVs and home appliances
- ~ Will cover products within and beyond the warranty period with a single-window redressal
- ~ Free doorstep pick-up and delivery

**Bengaluru, September 27, 2019:** Flipkart, India's leading e-commerce marketplace, today announced a comprehensive and first-of-its-kind 'Complete Protection' service plan for home appliances including TVs, refrigerators, air conditioners and washing machines sold on its platform. To build stronger trust and value proposition for the customers, the Complete Protection plan will help address all possible types of customer issues through a single window, both within and beyond the warranty period of the product.

It is the most comprehensive and the first plan of its kind for the TVs and large appliances segment in India, and it comes with free doorstep repair, replacement and refund option. Free doorstep repair, replacement and refund services for TVs, refrigerators and washing machines under the Complete Protection plan will be provided by Jeeves, Flipkart's customer service arm.

*Here is a list of the key constructs under the Complete Protection plan:*

- Covers manufacturing and functional defects, as well as product damage caused by accidents or power surges
- Promises a 30% exchange value guarantee on TVs in the third year, and a 20% exchange value guarantee on refrigerators and washing machines to help consumers upgrade
- Offers 3 years of brand-authorized repair, replacement or refund, with original parts for any type of complaint

In line with Flipkart's customer-focused vision, the Complete Protection plan is an extension of the successful Mobile Protection plan launched earlier to offer a 365 day complete post-purchase solution with personalized door-to-door service for consumers. Going forward, this will be extended to other product categories as well to ensure optimum satisfaction for consumers.

### **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 160 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.



**For more information, please contact:**

Priyanka Serrao | [Priyanka.Serrao@flipkart.com](mailto:Priyanka.Serrao@flipkart.com)

