



Flipkart introduces its first Furniture Experience Center in Eastern India

- *Showcases FurniSure certified products from 11 furniture brands including House of Pataudi and Perfect Homes at Emami City in Kolkata*
- *To offer a 'touch and feel' experience to consumers in one of the fastest growing furniture markets for Flipkart*
- *Eastern India is an important furniture market for Flipkart, growing at over 100% year-on-year*

Kolkata - February 27, 2019: Flipkart, India's homegrown e-commerce marketplace, today announced the introduction of its first Furniture Experience Center in Kolkata, West Bengal as it seeks to cater to the growing appetite for online furniture buying in Eastern India. Spread across nearly 2,200 square ft, the experience centre has been introduced in collaboration with Emami Realty in its state-of-the-art Emami City to increase awareness around the vast selection of aesthetically designed quality furniture available on Flipkart.

The experience centre showcases home furniture from 11 brands including @home by Nilkamal, Royal Oak, House of Pataudi and Perfect Homes showcasing Made in India furniture and aims to enhance the overall viewing experience for consumers.

This move is in line with the rising importance of Eastern India as a market for Flipkart Furniture which is growing at over 100% year-on-year. This is primarily due to increasing digitisation, rising disposable income along with the vast selection of quality furniture available online, affordable payment constructs and free delivery and installation. These factors become essential as this market has traditionally had a low presence of organised retail due to its topography, resulting in high latent demand.

Flipkart realised this gap and is addressing it by expanding the coverage of its dedicated supply chain to all major serviceable pincodes in the region including Guwahati, Silliguri and Kurseong. This also opens up a plethora of opportunities for local furniture sellers to have access to a pan-India market, in turn driving the growth of the local furniture market. According to industry reports, the Indian furniture industry is about \$17 billion in size of which online accounts for only 3%, growing at a CAGR of 80-85%.



As customers look for a 'touch and feel' aspect before buying furniture online, the experience centre aims to bridge this gap by showcasing Flipkart's certified products at strategic locations across the cities.

Nishit Garg, Vice-President, Furniture and Books and General Merchandise at Flipkart said, *"As a customer focused organisation, Flipkart understands the importance of touch and feel aspect for consumers before buying furniture and therefore we introduced our first experience centre in Eastern India. With this launch, we aim to showcase the wide variety of furniture available on Flipkart in one of the fastest growing markets for us. This is part of our broader vision for the region which will see further investments in the coming months in order to cater to the growing demand."*

Dr. Nitesh Kumar, Chief Executive Officer, Emami Realty, said, "We are delighted to partner with Flipkart to introduce its first furniture experience centre in Kolkata. It will help home buyers in Kolkata experience quality furniture from Flipkart at affordable price points while setting up their homes with the convenience of e-commerce. This collaboration will further help consumers set up their homes with a huge selection of durable and trusted furniture."

Flipkart Furniture is one of the fastest growing furniture marketplaces in the country today, with over 2 lakh products across various categories, providing delivery and selective installation across over 16,000 pincodes. Flipkart's 'FurniSure' certified products offer customers the surety of buying a quality product which will last long. It was introduced by Flipkart to showcase products that have undergone rigorous lab tests using cutting-edge technology to ensure they conform to the highest quality standards. FurniSure products are lab-tested for real home usage across metrics such as durability, impact and stability.

About Flipkart Group:

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra and PhonePe. Started 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 over 150 million products across 80+ categories. Our efforts to democratize e-commerce in India, driving access and affordability, delight customers, create lakhs of jobs in the ecosystem and empower generations of entrepreneurs and MSMEs has driven us to innovate on many industry firsts. 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 details contact media@flipkart.com.