



Flipkart continues to strengthen its furniture portfolio; forays into locally manufactured kids furniture with Flipkart Perfect Homes Junior

- *The new range offers furniture for children in the age group of 2 to 16 years*
- *Made in India, Flipkart Perfect Homes Junior promises quality and safe products*

Bengaluru - June 15, 2020: Flipkart, India's homegrown e-commerce marketplace, today announced the launch of *Flipkart Perfect Homes Junior*, expanding its range of furniture selection on the platform. Manufactured in India locally, the selection includes beds, study desks, kids seating/table and chair set and storage/wardrobes. Consumer research has shown that children who are provided with their own space and furniture experience a heightened sense of independence. Based on this insight, the products under the *Flipkart Perfect Homes Junior* range are specifically '*designed for children – and not downsized*'.

The kid's portfolio will feature functional, vibrant and high-quality furniture with ample storage space and aesthetically pleasing looks. Keeping with Flipkart's ethos of customer centricity, the *Perfect Homes Junior* range has been developed with a safety-first approach such as rounded edges, free of toxic chemicals, sturdy with no pinching parts and durability certified, among others. Each product undergoes rigorous audits by a trained quality team at Flipkart to ensure that highest standards of safety and quality are maintained in the process.

Dev Iyer, Vice President - Private labels, Flipkart, said, "*We understand the aspirations as well as the concerns of Indian parents when it comes to buying products for their kids. They are value-driven and very quality-conscious. Safety and functionality are important considerations, and Flipkart Perfect Homes Junior range meets these expectations. With this expansion, we further strengthen our offerings in the online furniture industry, especially in the current times when parents are looking for dedicated spaces for their kids, as they continue staying indoors.*"

Flipkart launched its 'Perfect Homes Studio' range in February 2020 with a focus on the young urban population's desire for sleek, minimalist and functional furniture. The brand is known for identifying gaps in terms of price, quality and variety in online furniture offerings and has been working towards filling them. The products are locally manufactured and therefore contribute to



the growth of local manufacturing communities and the creation of new job opportunities and means of livelihood. The launch of *Flipkart Perfect Homes Junior* range will mark the company's foray into kid's furniture – a category pegged to grow at 20 percent year-on-year, according to industry reports.

About the 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, drive 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, which holds a prominent position 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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