



## **Flipkart launches Nokia Media Streamer to bring cutting-edge home entertainment to consumers**

- *Nokia Media Streamer will offer smart, indoor entertainment options to consumers*
  - *Priced at Rs.3,499, the Nokia Media Streamer will be available on Flipkart*

**Bengaluru - August 20, 2020:** Flipkart, India's homegrown e-commerce marketplace, today announced the launch of Nokia Media Streamer as part of its strategic relationship with Nokia, marking the latter's entry into a segment that is fast becoming popular with Indian consumers. The Nokia Media Streamer leverages the power and functionality of the latest version of Google's widely popular operating system – Android 9.0 OS. Available on Flipkart from August 28, the Media Streamer will be priced at Rs.3,499.

The video OTT market in India - which includes content streaming services - is among the top 10 markets globally, according to an ASSOCHAM - PWC joint study. The convenience of viewing popular shows and movies on demand has found huge uptake amongst Indian consumers. Media streaming devices bring the experience of Smart TVs to any regular television, making it a value-driven choice for consumers who look for an engaging home entertainment experience.

The Nokia Media Streamer will come with premium features including a full HD resolution of 1920\*1080 at 60 frames per second to give superior picture quality. Further, the quad-core processor, together with 1 GB RAM and 8 GB ROM, will ensure high performance by the device. The Media Streamer also provides dual-band WiFi support for 2.4 GHz / 5 GHz and is equipped with a multi I/O antenna for better reception. It comes with Dolby Digital Audio and a voice-controlled remote with Google Assistant, which enables users to shuffle between devices easily. The built-in Chromecast feature also allows users to cast their mobile phone screens onto the TV, while Google Home supports all apps available on Google Play Store.

*"We are excited that Flipkart, the leading e-commerce company in the country, is bringing cutting-edge home entertainment to consumers in India with the Nokia Media Streamer, strengthening our strategic relationship. The Nokia Media Streamer is the perfect complement to Flipkart's range of Nokia Smart TVs, offering Indian consumers a premium viewing*



*experience to enjoy their favorite movies and TV shows,”* said **Mr. Vipul Mehrotra, Vice President, Nokia Brand Partnerships.**

Commenting on the launch, **Dev Iyer, Vice President - Private Label at Flipkart** said, *“Through this strategic relationship with Nokia, we can leverage our deep understanding of Indian consumers to develop a cutting edge media streamer by a brand that is trusted for quality, design, and reliability. We constantly endeavor to provide our customers with the widest range of offerings to choose from, with compelling features, value, and performance. The device addresses the present needs of users who are spending a considerable time at home and seeking entertainment and content viewing options indoors.”*

For the first time on any media streaming device in India, ZEE5 will have a hotkey on Nokia Media Streamer. Through this partnership, consumers will be able to enjoy easy access to ZEE5, a complete video destination for OTT viewers, and its offering of an exhaustive array of content; with 100+ live TV channels and 1.25 lac+ hours of viewing in 12 navigational and featured languages.

Speaking about the association, **Manpreet Bumrah, Vice President - Business Development & Commercial, ZEE5 India,** said, *“We are glad to be a part of the technology integration offered by Flipkart for Nokia Media Streamer, that promises easier access and better convenience for consumers’ entertainment viewing experience. As one of India’s leading entertainment OTT platforms, ZEE5 has been a part of digital evolution by embracing new avenues to entertain the Indian audiences. The foray into this new partnership will further amplify our effort to make content accessible. The option of ZEE5 hotkey on the Nokia Media Streamer will transform the experience of a consumer to that of a Smart TV even with a regular television at their homes. Digital video consumption is at an all-time high in the current pandemic and the three-way integration will only ease the consumers’ journey from purchase to consumption.”*

As per DataLabs’ India’s OTT Market Landscape Report, the OTT user base in India has seen a rise of nearly 96 percent during the COVID-19 pandemic and the average time spent on viewing OTT content has increased by 30-60% since early March. Discerning consumers are seeking



premium-quality content and smart solutions for their streaming needs, leading to further growth of this segment.

**Here are the key specifications of the Nokia Media Streamer:**

<b>Resolution</b>	1080p upto 60 frames per second
<b>CPU</b>	Quad core processor
<b>GPU</b>	Mali 450
<b>RAM</b>	1 GB
<b>ROM</b>	8 GB
<b>OS</b>	Certified Android 9.0
<b>WiFi</b>	2.4 GHz / 5 GHz for dual-band ; multi I/O antenna for better reception
<b>Audio support</b>	Dolby audio
<b>Multi-screen interactive</b>	Chromecast built-in, Google Home
<b>Voice control</b>	Voice-controlled through Google Assistant and Android mobile app remote
<b>Hotkeys</b>	Netflix, ZEE5

**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 250 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 inspired us to innovate on many industry firsts. The recent launch of Flipkart Wholesale, our new digital marketplace, is a testament to our commitment to accelerate the growth of kiranas and MSMEs in India. 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, PhonePe, India's fastest growing digital payments platform, and now Flipkart Wholesale, the Flipkart Group will continue to steer the transformation of commerce in India through technology.

For more information, please write to: [media@flipkart.com](mailto:media@flipkart.com)

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