



Ahead of the Festive Season, Motorola announces its global-first launch of Smart Home Appliances in India with Flipkart

- *In a global-first for Motorola, the smart home appliances segment will include 'truly smart' washing machines, refrigerators and air-conditioners*
- *The partnership will see the expansion of new variants in Smart TVs with advanced technologies and the recently launched Home Audio range*

Bengaluru - September 17, 2020: After a successful foray into Smart TVs and Home Audio range, Motorola has further strengthened its partnership with Flipkart, India's homegrown e-commerce marketplace, to mark its entry into the smart home appliances category in India. With new offerings including washing machines, refrigerators, and air conditioners, Indian consumers will be introduced to a '*truly smart, truly revolutionary*' line of products, backed by Motorola's premium brand proposition and Flipkart's understanding of dynamic consumer behavior.

Over the last year, Flipkart and Motorola have been working closely to build the brand's portfolio of consumer durable products in a market that is witnessing rapid technological adoption. Flipkart has a strong track record of using consumer feedback and insights to bring highly relevant and best-in-class product experiences for its growing pan-India customer base. The strategic partnership between the two companies resonates with Motorola's ethos of bringing innovative and premium offerings to its customers, designed for their comfort.

Commenting on the announcement **Mr. Prashanth Mani, Country Head, and Managing Director, Motorola Mobility**, said, "*With a journey spanning nearly 100 years of trailblazing innovation, Motorola has stood for many firsts and has always believed in delivering innovation that matters. Continuing this legacy, we are thrilled to announce our range of smart home appliances in India with Flipkart. With this truly smart and revolutionary range of refrigerators, washing machines, and air conditioners, we aim to deliver a wide range of transformative experiences for the Indian consumers. This announcement also marks our growing partnership with Flipkart and helps us complement our existing portfolio of smartphones, smart TVs, and home audio with a comprehensive suite of home appliances that redefine smarter living.*"



Dev Iyer, Vice President – Private Brands, Flipkart, said, *“As a company, we are proud to be known as a homegrown platform that truly understands the pulse of Indian consumers and brings to life the products that are abreast with current and emerging demand patterns. Consumers are increasingly opting for a smarter lifestyle and with the upcoming range of top-of-line smart home appliances from Motorola, they will be able to transform their living space. Our strategic partnerships are built to offer the best and latest products to our consumers, and we are happy to have partnered with Motorola to boost their offerings, ahead of the festive season -- a period all Indians eagerly look forward to.”*

Apart from marking its debut in smart home appliances, Motorola in collaboration with Flipkart is further set to expand Motorola’s Smart TVs range and the recently launched Home Audio range on its platform -- all in time for the upcoming festive season.

Besides offering ease of operation and personalization, such smart home appliances have the ability to transform and bring to life the entire household at a click of a button on consumer’s smartphones/remote controls. As per industry reports, the Indian smart home market is expected to be around \$6 billion by 2022, and globally that number is expected to reach \$53.45 billion, showing the massive growth opportunity for smart devices across the globe.

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.

About Motorola Strategic Brand Partnerships

For over 90 years the Motorola brand has been known around the world for high quality, innovative and trusted products. Motorola’s Strategic Brand Partnership program seeks to leverage the power of this iconic brand by teaming with dynamic companies who offer unique, high quality products that enrich consumer’s lives. Strategic brand partners work closely with Motorola engineers while developing and manufacturing their products, ensuring that their products meet the exacting safety, quality, and reliability standards that consumers have come



to expect from Motorola. To learn more about Motorola strategic brand partnerships, follow us @ShopMotorola

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