



This Festive Season, MarQ by Flipkart Launches Android 9.0 Smart TV range for Indian Consumers

- *Available in 32" HD and 43" HD and 4K Ultra HD variants, MarQ Smart TVs is available on Flipkart from today, at a starting price of Rs.11,999*
- *The Android 9.0 Smart TVs come with Retina-safe technology, built-in Chromecast, and Dolby audio for a truly connected experience*

Bengaluru – September 18, 2020: Flipkart, India's homegrown e-commerce marketplace, today announced the launch of a new range of MarQ Smart TVs powered by Android 9.0, ahead of the upcoming festive season. With this, MarQ by Flipkart has entered a segment that is fast gaining traction with Indian consumers in recent years. The MarQ Smart TVs have launched on Flipkart in 32" HD and 43" Full HD and 4K Ultra HD variants, at a starting price of Rs. 11,999.

The Indian Smart TV market is seeing exponential growth backed by increased internet penetration along with the rise of OTT consumption. A recent report by DAN India¹ on OTT content consumption showed that 'binge-watching' is at an all-time high in India, especially given the current circumstances and on an avg. millennials and Gen Z are consuming four hours of content daily. Understanding this need, MarQ Android 9.0 Smart TVs come with power-packed features including 'Retina-Safe' technology, which brings an intelligent custom tuning brightness to ensure minimal eye strain for any viewer.

Further, MarQ Android 9.0 Smart TVs come with new design features such as an elegant metal ribbon stand that occupies less space and gives it a premium and sleek look. Equipped with Dolby Audio, MarQ Android 9.0 Smart TVs have a total harmonic distortion of less than 1% (*while most TVs typically have distortion levels as high as 7%*) and maintain excellent sound quality even when playing at loud volumes so that consumers are not interrupted with shrill sounds. They also provide greater connectivity options to ensure hassle-free entertainment -- the HD variants consist of 3 HDMI and 2 USB ports, while the 43" Ultra-HD variant comes with 4 HDMI and 3 USB ports.

Dev Iyer, Vice President – Private Brands at Flipkart, said, *"Customers look forward to the festive season with the anticipation of new products that add value to their lifestyles. Smart TV*

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<https://brandequity.economicstimes.indiatimes.com/news/digital/binge-watching-culture-is-on-the-rise-in-india-dan-report/78051528>



is one such segment that sees high consumer-interest during these months, especially now as consumers are mostly staying indoors. MarQ by Flipkart has always catered to consumers' needs, and launching the new range of Smart TVs was a step in that direction. India is adopting a smarter and connected lifestyle and with MarQ Android 9.0 Smart TVs, they get an affordable option without compromising on quality, features, and aesthetics."

MarQ by Flipkart is further boosting its festive season offering with the launch of MarQ Smart Home Speakers -- designed, engineered, and manufactured in India. MarQ Smart Home Speakers come with superior audio & bass quality and voice capability for enhanced user experience and are available on Flipkart at a launch price of Rs. 3,499.

Both MarQ Android 9.0 Smart TVs and Smart Home Speakers are equipped to connect with all smart devices at home, making them a convenient and integrated technology to manage day-to-day life chores.

Key features of the products include:

MarQ Android 9.0 Smart TV		
32" HD Variant	43" HD Variant	43" Ultra HD Variant
Retina-safe technology	Retina-safe technology	Retina-safe technology
20W speakers with Dolby Audio surround sound (<i>total harmonic distortion is less than 1%</i>)	20W speakers with Dolby Audio surround sound (<i>total harmonic distortion is less than 1%</i>)	20W speakers with Dolby Audio surround sound (<i>total harmonic distortion is less than 1%</i>)
Custom picture and audio tuning and Chroma Display Engine	Custom picture and audio tuning and Chroma Display Engine	Custom picture and audio tuning and Chroma Display Engine with Vivid Pro 4K technology + HDR 10
Built-in Chromecast	Built-in Chromecast	Built-in Chromecast
		Dual-band Wi-Fi 2.4 GHz/5GHz
MediaTek CA53 Quad-Core Processor	MediaTek CA53 Quad-Core Processor	MediaTek CA53 Quad-Core Processor
Bluetooth 5.0	Bluetooth 5.0	Bluetooth 5.0



Mali 470 GPU	Mali 470 GPU	Mali 470 GPU
1GB RAM/ 8 GB ROM	1GB RAM/ 8 GB ROM	1.5GB RAM/ 8 GB ROM
3 HDMI ports + 2 USB ports	3 HDMI ports + 2 USB ports	4 HDMI ports + 3 USB ports
MarQ Smart Home Speakers powered by Google Assistant		
Hands-free voice-enabled experience; also available in Hindi		
Personalized organizer, weather and traffic updates		
Bluetooth enabled to enjoy music through various compatible music streaming apps such as Spotify, YouTube Music, and TunesIn along with a free 3-months subscription to JioSaavn Pro		
Best-in-class audio quality and sound output with 2x stronger wattage and far-field voice recognition technology		

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.

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