



## **Flipkart Expands Motorola's Audio Range for Indian Consumers; Launches Two New Soundbars With 'Extra Powerful' Sound Experience**

- *Building upon the existing range of home theatre systems and soundbars, the newly launched devices will come with superior audio and bass quality*
- *The 200 W wireless and the 100 W soundbars are priced at Rs. 14,999 and Rs. 7,499 respectively and will be available on Flipkart from Sept. 14*

**Bengaluru - September 7, 2020:** Flipkart, India's homegrown e-commerce marketplace, as part of its strategic partnership with Motorola, today announced the expansion of Motorola's AmphisoundX range of Soundbars and Home Theatres. With the launch of two new variants of Motorola AmphisoundX Soundbars - *Fully Wireless 200W 5.1 Soundbar with Subwoofer & Surround Sound Speakers, and a 100W Soundbar*, the company will offer a truly immersive and 'extra powerful' audio experience to customers. The AmphisoundX range is equipped with a set of industry-first features that deliver a power-packed performance. Priced at Rs. 14,999 for the 200 W variant and Rs. 7,499 for the 100 W model, the Motorola AmphisoundX Soundbars will be available on Flipkart from Sept. 14.

The Motorola AmphisoundX 200 W Soundbar comes with an ultra-premium design inclusive of a glass top touch panel, a wireless subwoofer, and wireless surround-sound speakers. It features a 72 W soundbar with 6 x 2.75" front-firing drivers; a built-in digital signal processor (DSP) and amplifier; 24W surround left & right wireless satellites with 3" drivers; optimized frequency response for distortion-free sound; and supremely powerful down-firing 80 W subwoofer with 8" bass driver – all of which combine to offer an enjoyable audio experience. The device also comes with HDMI ARC and Optical connectivity enabled for 4K audio and 5.1 channel to create a true cinematic experience. Users will also have an option to select their desired sound effects using the hotkeys on the remote.

The Motorola AmphisoundX 100 W soundbar is an ultra-portable device that features wide spaced 2.25" front-firing drivers in the 50 W soundbar; a built-in digital signal processor (DSP) and amplifier (AMP); and a 50 W subwoofer with 6.5" bass driver, which provide great audio quality. This sleek and modern 60 cm soundbar comes with HDMI ARC and optical connectivity; Bluetooth 5.0; AUX and USB ports for all-round connectivity.



*“We at Motorola are focused on innovation that delivers meaningful consumer experiences; and our partnership with Flipkart has enabled us to deliver it across new categories starting with the Motorola Android TVs, last year,” said **Prashanth Mani, Country Head and Managing Director, Motorola Mobility**. “We are delighted to further this relationship with our entry into the fast-growing Home Entertainment category through the Motorola AmphisoundX range of products that allow us to deliver a truly revolutionary home entertainment experience. We are excited to expand our range of Soundbars and Home Theatres this festive season, through a host of industry-first and class-leading features that are designed to deliver a truly immersive experience for the Indian consumers.”*

**Speaking about the launch, Dev Iyer, Vice President – Private Brands, Flipkart**, said, *“Home entertainment is picking up in a big way in India with consumers looking for powerful and truly immersive experiences. Backed by our strong consumer insights into what Indians truly desire, we are excited to strengthen our partnership with Motorola to further expand the brand’s Audio range of devices. With the upcoming festive season, we are confident that the home theatre systems and soundbars on our platform will receive good reception, as customers look at upgrading their lifestyle experience.”*

Flipkart, as part of its strategic partnership deal with Motorola, has been continuously working towards bringing innovative and customer-first products to the Indian market. Recently, Flipkart introduced a host of Motorola audio devices including the [160 W Soundbar](#), [150 W Home Theatre](#), [80 W Home Theatre](#), [120 W Soundbar](#), [120 W Home Theatre](#), and [70 W Soundbar](#).

### **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 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.

### **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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