



Samsung Partners with Flipkart to Launch Galaxy F Series in India

Galaxy F is full loaded and celebrates the rising aspirations of the young shoppers in India Galaxy F41, the first smartphone in the F series, makes its global debut in India in October 2020

Gurugram, India – September 24, 2020: Samsung, India's most trusted smartphone brand, today announced a partnership with Flipkart, India's homegrown e-commerce platform, to address growing demands of aspiring young consumers in the country. Galaxy F Series is built on Flipkart's deep consumer understanding and Samsung's innovation prowess, the collaboration between the two companies will bring consumer delight during the festive season and the much-awaited Big Billion Days.

The global first launch of the Galaxy F Series will serve the growing needs of a young audience for whom a smartphone has become an absolute necessity during this time, for their social and professional needs. Industry reports suggest that the number of smartphone users in India is estimated to reach over 760 million by 2021, and with majority of Indians using their smartphones for either work or education purposes for at least 6 hours a day, a high-performance smartphone is no longer an aspiration, but a necessity.

"At Samsung, we are obsessed with consumer-centric innovations. Galaxy F designed in India in collaboration with Flipkart, is a celebration of the rising aspirations of socially savvy consumers. With Galaxy F, Samsung and Flipkart are offering a feature-loaded option for young consumers who want to live life to the fullest. Galaxy F's proposition is 'full on' - the lifestyle that defines today's young Gen Z consumers and we are confident that F Series smartphones will live up the 'full on' credo," said **Asim Warsi, Senior Vice President and Head of eCommerce Business, Samsung India.**

Speaking about the partnership with Samsung, **Kalyan Krishnamurthy, CEO, Flipkart Group,** said, "As a homegrown company, we take pride in truly understanding the pulse of Indian consumers and working collaboratively with brands to bring value products. Our strategic partnership with Samsung reinforces our commitment to make the latest in technology accessible to over 250 million customers across Bharat, during a time when smartphones are bringing immense value to people's lives."

Flipkart has many affordability constructs designed to help millions of consumers get access to the latest smartphone offerings and this includes offerings like Buy Now Pay Later, no-cost EMIs, Product Exchange and cardless credit, which allows consumers to purchase or upgrade their phones with ease.

About the F Series:

Galaxy F Series is crafted for a generation that lives a colorful life without limits and compromises. It unlocks the fun of exploring, expressing and indulging without limits for the young Indian shoppers.

Galaxy F41 will be the first smartphone to launch in the F Series. With Galaxy F41, consumers will get a 'full on' experience of every aspect of a smartphone that matters to them. Galaxy F41



will come with fantastic display, forceful battery and fabulous looks, leading to 'full on' experiences whether it is movies, games, music or entertainment.

Galaxy F41 will make its global debut at the 'Full On Festival', scheduled for October 8. The 'Full On

Festival' will be streamed online. It will bring out the F Series proposition of 'Full on' entertainment alive! Watch out Samsung and Flipkart handles to know more & register for the "Full On Festival"

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems and memory, system LSI, foundry and LED solutions. For latest news on Samsung India, please visit Samsung India Newsroom at <http://news.samsung.com/in>. For Hindi, log on to Samsung Newsroom Bharat at <https://news.samsung.com/bharat>. You can also follow us on Twitter @SamsungNewsIN

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.

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