



This Big Billion Days, Flipkart Launches Global-First Range of Motorola Smart Home Appliances; Expands Motorola Smart TV Range with Android 10.0 Variant

- *Launches a revolutionary suite of products including Truly Smart ACs, Smart Refrigerators and Smart Washing Machines and an all-new range of Smart TVs powered by Android 10.0*
- *Available on Flipkart from October 15, 2020, as part of 'The Big Billion Days Specials' collection*

Bengaluru - October 9, 2020: Flipkart, India's homegrown e-commerce marketplace, today announced the launch of 'Truly Smart, Truly Revolutionary' line of Motorola Smart Home Appliances, for Indian consumers. Available from October 15, during Flipkart's *The Big Billion Days* sale-event, the product range comprises Smart **Refrigerators (starting at Rs. 51,990)**, **Smart Air-Conditioners (starting at Rs. 32,999)**, and **Smart Washing Machines (starting at Rs. 23,499)** that come with TruWifi technology, allowing consumers to access the appliance from their smartphone - anytime and anywhere. The new suite of products will also include the **first Android 10.0 Smart TV in India – Motorola Revou Series and Motorola ZX2 Series, at a starting price of Rs. 13,999** -- making the collection a part of this year's 'The Big Billion Days Specials', a unique line of special products curated in partnership with leading brands across various categories.

Flipkart, through its deep understanding of consumers' needs and shopping behavior, is bringing to market the first line of Motorola Smart Home Appliances, integrated with the brand's premium and innovative proposition to introduce power-packed products for its consumers.

Speaking about the launch, **Mr. Prashanth Mani, Country Head, and Managing Director, Motorola Mobility**, said, *"We are delighted to expand our strategic brand partnership with Flipkart this festive season with the launch of a global-first range of smart home appliances and our new range of smart televisions. The range of smart home appliances is smart and revolutionary in the truest sense by being connected, extremely intuitive to use, and optimized for a smarter lifestyle that our consumers desire with various industry-first innovations. Not just*



that, all these devices are finely crafted with a bespoke design which gives them an uber-premium look that fits in perfectly with the lifestyle of our consumers.”

Dev Iyer, Vice President, Private Brands, Flipkart, said, “*With the Big Billion Days approaching, each year we strive hard to ensure that our consumers have access to industry-best offerings across various product portfolios. We are pleased to be able to bring the first range of Motorola smart home appliances to the Indian market, in time with the festive season. Consumers can now look forward to upgrading their homes. Each of these products are in line with the evolving requirements of Indian consumers and are built to provide them with convenience; elevating their lifestyle to smarter living.”*

The Motorola Smart Refrigerator range hence comprises new-age features such as customized convertible storage space on demand (fridge mode, drinks mode, soft freezer or freezer) that goes beyond the conventional Freezer to fridge convertible formats. The Adaptive Inverter Technology, coupled with TruSmart Sensors intuitively collects data from the internal load, door usage and ambient temperature sensors to optimize cooling. **The Motorola Smart Washing Machine range** has integrated revolutionary technology with Flexi-wash options to choose your personalized washing preferences, TruSmart sensors with state-of-the-art foam-level, temperature and speed sensing capabilities to deliver a superior wash experience. Smart appliances are known for their convenience and the **Motorola Smart AC** comes with intuitive app control and boasts of SurroundCoolX technology providing consumers ultra-fast & all-round cooling through a Dual inverter compressor, 5-speed fan, and 4-way swing.

In addition, this festive season, consumers will also get access to **India's first range of Android 10.0 Smart TVs – Motorola Revou series and Motorola ZX2 series**, which comes with the combination of Dolby Vision® & Dolby Atmos® experience in a single form factor. Consumers can unlock a truly remarkable entertainment experience with the ultra-vivid picture of Dolby Vision and immersive sound of Dolby Atmos. The range, true to its proposition of '*Revolutionary, Not Ordinary*' boasts of superior specs such as Dolby Vision, Dolby Atmos, Linen Finish Integrated Soundbar in 4K range, G52 Graphic Engine, Dual Band WiFi and much more. The Motorola Smart TVs will be available in screen sizes of 32” HD, 40” Full HD, and 43” & 55” 4K resolution. This will also be a **Global first** for the HD and Full HD TV segments to be enabled with a powerful combination of technologies like Dolby Vision and Dolby Atmos – giving consumers a never-seen-before entertainment experience.



To read detailed specifications for each of the products, please refer to the [annexure here](#). For product images, please [click here](#).

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.

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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