



## **Flipkart Launches A New Suite Of Nokia Smart TVs To Boost Made-in-India Offering During ‘The Big Billion Days’**

- *At a starting price of Rs. 12,999\*, the new range of Nokia Smart TVs are going to be available in screen sizes ranging from 32” to 65”*
- *The Smart TV range will be equipped with Sound by Onkyo to bring a home-theater like experience for consumers*

**Bengaluru, October 06, 2020:** Flipkart, India’s homegrown e-commerce marketplace, today announced the launch of Nokia Smart TVs’ new Android 9.0 range powered by Sound by Onkyo, ahead of The Big Billion Days 2020. This range will mark Nokia’s entry into the mainstream screen sizes with variants of **32” (priced at Rs.12,999\*) and 43” (priced at Rs.22,999)** in HD ready and Full HD respectively, along with **43” (priced at Rs.28,999), 50” (priced at Rs.33,999), 55” (priced at 39,999) and 65” (priced at Rs.59,999)** in Ultra HD range. Designed and made in India, the Nokia Smart TV range will be available from October 15, 2020 during Flipkart’s annual festive sale event as part of ‘*The Big Billion Days Specials*’ - a unique line of special products curated in partnership with leading brands across various categories.

Flipkart has partnered with Onkyo, a leading Japanese brand with superior audio expertise to power the new range of Nokia Smart TVs. Sound by Onkyo will bring expertise through their Onkyo soundbar, certified by the Onkyo home theater system and 6D sound experience. The new range of TVs will have minimal distortion (and dynamic amplification technology for lossless sound, in turn, elevating the impeccable sound performance for consumers, from the comfort of their homes. The Nokia Smart TV range also comes with a diamond-cut bezel design, micro dimming, MaxBrite display and advanced contrast ratio to ensure superior and life-like viewing quality and display. It is additionally equipped with Pronto Focal AI Engine which enables a full AI experience in pictures, sound, and interaction for a seamless TV-viewing experience.

**Mr. Vipul Mehrotra, Vice President, Nokia Brand Partnerships,** said “*We have been delighted with the response to Nokia branded Smart TVs since they first debuted in India last year. Extending the Nokia brand with Flipkart to a full new Smart TV range is a testament to the*

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success of our ongoing relationship and also ensures there will be a Nokia Smart TV to suit every taste and budget.”

Commenting on the launch, **Dev Iyer, Vice President – Private Brands at Flipkart**, said, *“This festive season, Smart TVs are dominating the market like never before. The pandemic has accelerated the adoption of smarter and more digitally-savvy lifestyle, prompting consumers to adopt Smart TVs in an affordable manner - equally from metros and non-metro cities of India. As consumers plan their festive season shopping, we want to ensure that they have a wide range of choices across specifications, variants, and design. Towards this endeavor, we are excited to strengthen our collaboration with Nokia to bring a wider suite of Nokia Smart TVs to India to address the much-needed market gap of value-for-money Smart TV range.”*

Further, **Yukio Miyata, President – Onkyo Sound Corporation**, added, *“Onkyo is proud to partner with Flipkart on their lineup of Nokia Smart TVs to offer our audio solution as part of our “Sound by Onkyo” program. Our engineers worked meticulously to create a sound profile equivalent to one in our own products. We hope many will enjoy the sound quality in the Nokia Smart TV lineup.”*

According to the TV and smartphone consumption report by BARC India and Nielsen, Indians have been spending more time watching television with every passing week as they continue to stay indoors. As consumers increasingly rely on their television sets to entertain themselves (through sports, gaming, and movies) and inform themselves (through news) amidst restrictions and curbs, Smart TVs can be pegged as the one-stop-shop for their needs.

To bring additional cheer to consumers this festive season, the Nokia Smart TV range will also have exciting offers from Spotify - a leading global audio streaming service with over 4 billion curated, algorithmic, and user created music playlists across languages, moods, and moments, as well as over 1.5 million podcasts."

Some of the key features of the new Nokia Smart TV include:

Features	Specification
Resolution	UHD (3840*2160+HDR10) / Full HD (FHD)

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	(1920*1080) / HD (1366*768)
Viewing Experience	<b>Ultra HD Range (43", 50", 55", 65") :</b> MaxBrite Display + Micro Dimming + Advanced contrast ratio (5000:1) + HDR10  <b>32" HD and 43 Full HD :</b> MaxBrite Display + MicroDimming + Advanced contrast ratio (3000:1)
Sound by Onkyo	6D Sound experience and Onkyo soundbar, certified by Onkyo home theater system; Dynamic amplification technology and minimal distortion (<3%), 150% more sound clarity
Audio	Dolby Audio, Onkyo surround sound, 48W sound power*
Ai Features	Pronto Focal AI Engine which enables AI picture, sound, and interaction
Design	Diamond cut bezel design
Panel	VA Panel
OS	Certified Android 9.0
Speaker Output	48W sound power (30W Speakers + 18W tweeters) in 50", 55" and 65" 39W sound power (24W Speakers + 15W tweeters) in 32" and 43"
Processor	Quad-core processor
Bluetooth	Built-in two-way Bluetooth
RAM/ROM	2GB/16GB in UHD Range (43", 50", 55", 65") 1.5 GB/8 GB in 32" HD and 43" FHD
GPU	Quad-core Mali GPU
USB Port	3
HDMI Port	2

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Built-in WIFI & Built-in Bluetooth	Yes
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### **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.

**For more details contact: [media@flipkart.com](mailto:media@flipkart.com)**

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