



Flipkart introduces 'Smart Upgrade Plan' powered by Samsung Galaxy Forever

~ Launches an industry-first affordability plan to enable cost-effective upgrades to new smartphones every year

Bengaluru, 1st October, 2020: Flipkart, India's homegrown e-commerce marketplace, today announced a holistic, industry-first Smart Upgrade Plan, in partnership with Samsung, to enable cost-effective upgrades of Samsung devices. Customers can pay 70% of the price upon purchasing the Samsung phone. The plan will be available for payments made through both credit card and credit card EMI. After a 12 month period, customers can upgrade to a new phone on Flipkart and return the initial phone purchased. Alternatively, in case the customer wishes to retain the phone, they can make a payment for the instant advance amount received at the time of purchase.

Customers today seek quick upgrades, have evolving needs and are constantly on the lookout for the phones with the latest innovation or simply, the better features. Realising this, Flipkart and Samsung have joined forces to offer customers a smart and affordable way to upgrade their smartphones, so that prices are not a deterrent in fulfilling aspirations and requirements. The Smart Upgrade plan will be available for the consumers starting the The Flipkart Big Billion Days in October.

Speaking about this strategic introduction, **Aditya Soni, Senior Director - Mobiles at Flipkart**, said, *"At Flipkart, we take great pride in being a homegrown e-commerce company that understands consumers' diverse and rapidly-changing needs. We are delighted to partner with Samsung to offer a stronger value proposition for our customers seeking to upgrade their phones in line with their evolving requirements."*

"As the market leader, Samsung strives to make its tech leading products affordable for consumers. We are excited to partner Flipkart for introducing a fin-tech industry-first 'Smart Upgrade Plan' using which consumers can buy a Samsung Galaxy smartphone by paying just 70% of the device price, with the balance 30% paid back to the consumer upfront in the purchase bill as a future buy-back discount for the smartphone. The Flipkart Smart Upgrade Plan, powered by Samsung's military-grade security tech – 'Samsung Knox', will be a revolution among the present affordability programs operating in the Indian smartphone industry." **Sandeep Singh Arora, Senior Director, Mobile Business, Samsung India**, said.

To avail this exciting plan, here is what customers must do:

1. Select a Samsung Galaxy smartphone from the list of eligible premium and new launch phones for Smart Upgrade.
2. Add Flipkart Smart Upgrade Plan from the product page of the device.



3. Select payment method as credit card or Credit Card EMI on the payment page. The plan benefits will be applied on the payments page automatically, however, it may vary for different products.
4. With the smart upgrade plan selected, you pay 70% of the original price, whether upfront or in easy monthly installments.

For more updates on Flipkart Smart Upgrade Plan and the smartphones in which it will be available, Checkout:-<https://www.flipkart.com/flipkart-smart-upgrade-2292-92020-store>

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.

For more information, please write to media@flipkart.com

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](https://twitter.com/SamsungNewsIN)