



## **Flipkart Marks Nokia's Entry into Smart Home Appliances Market; Launches New Nokia Air Conditioners in India**

- *The Made-in-India Nokia Air Conditioners will come in five variants differing in tons and energy efficiency*
- *Smart climate control, Adjustable Inverter technology, environment-friendly refrigerant and air purification to be the key features*
  - *Available on Flipkart from December 29, 2020 starting at Rs. 30,999*

**Bengaluru - December 21, 2020:** Flipkart, India's homegrown e-commerce marketplace, today announced the launch of 'Made-in-India' Nokia air conditioners - marking the global technology brand's entry into the home appliances segment. With smart technology and interoperability that monitors climatic conditions, eliminates impurities from the air indoors, and is energy efficient, the air conditioners seek to holistically fulfill customers' requirements. The range will be priced starting Rs. 30,999 and will be available on Flipkart from December 29, 2020.

With people increasingly spending more time at home - healthy air, clement temperatures, seamless smart technology, and customized cooling become vital factors that influence the purchase decisions for consumers. The Nokia range of air conditioners ensures that these consumer needs are met. The Nokia air conditioners include many unique features including Adjustable Inverter mode, environment-friendly R-32 refrigerant, Intelligent motion sensors and wi-fi connected Smart climate control, and ensures that these air conditioners offer an experience that goes beyond cooling.

Speaking about the launch, **Dev Iyer, Vice President – Private Brands, Flipkart**, said, *"We are excited to extend our collaboration with Nokia to bring 'Made-in-India' Nokia air conditioners to consumers. Over the course of last year, we have launched superior products, at the back of our extensive consumer understanding, to bring offerings that are customized for the needs of Indian consumers. Smart home appliances have paved their way into households that ask for 'more' from their devices, and hence with this latest launch of Nokia air conditioners we wanted to bring innovation beyond just cooling – to give both multifunctional and environmentally friendly experience to consumers."*

**Vipul Mehrotra, Vice President, Nokia Brand Partnerships**, said, *"Bringing the Nokia brand into the smart home appliance category with Flipkart in India is another milestone in our strategic relationship. Improving air quality in the home through smart sustainable technology allows us to offer people an intelligent and eco-friendly air conditioning option that meets the needs of today's consumer."*

The air conditioners are designed, engineered, and manufactured entirely in India and are uniquely tailored to ensure longevity and durability, especially with its blue-fin anti-corrosive technology.



Feature	Description
<b>Healthy &amp; Hygienic Air</b>	Assorted 6-in-1 Filters
	Negative Ioniser
<b>Smart Climate Control</b>	Intelligent Motion Sensor
	ifeel technology
	Smart features - Phone as remote
	Smart Convenience: <ul style="list-style-type: none"><li>● Smart filter clean reminder</li><li>● Multiple Scheduler</li><li>● Customized User profiles</li><li>● Smart Diagnosis</li></ul>
<b>Adjustable Inverter</b>	4-in-1 adjustable cooling mode
<b>Env friendly refrigerant</b>	Eco-friendly R-32 refrigerant
<b>Design Card</b>	Minimalistic Design
<b>Tertiary Benefits</b>	Self-cleaning technology
	<ul style="list-style-type: none"><li>● Bluefin technology</li><li>● Anti-corrosive 100% copper Internals</li></ul>
	<ul style="list-style-type: none"><li>● Triple Inverter technology</li><li>● Dual Rotary compressor</li><li>● Brushless DC motors</li></ul>
	<ul style="list-style-type: none"><li>● Noiseless operation</li><li>● Hidden Display</li><li>● Triple Inverter technology</li><li>● Low vibration motors</li></ul>
	<ul style="list-style-type: none"><li>● Functions in the wide voltage range of 145-265V</li><li>● Stabilizer free operation</li><li>● Wide voltage range operations (165V-265V)</li></ul>
	<ul style="list-style-type: none"><li>● Rapid room cooling</li><li>● 100% Copper Internals</li><li>● Turbo Cross Flow Fan</li><li>● 4-way swing</li></ul>



The range of air conditioners is the latest in a slew of new releases by Nokia in the Indian market. Flipkart also launched Nokia's new range of 43" TVs and Nokia Media Streamer ahead of the festive season, and most recently, forayed into laptops.

**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 Flipkart Wholesale. 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 300 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 have 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, and now Flipkart Wholesale, the Flipkart Group will continue to steer the transformation of commerce in India through technology.

**For more information, please contact [media@flipkart.com](mailto:media@flipkart.com).**

