



## Flipkart's latest ecosystem partnership makes smartphone purchases more affordable for millions of Indians

*~ Launches a subscription-based offering that guarantees money-back on new smartphone purchases after a 12 or 18-month tenure*

**Bengaluru – January 13, 2021:** Flipkart, India's homegrown e-commerce marketplace, has introduced a unique '*Flipkart SmartPack*' offering that enables millions of Indians to purchase new smartphones in an affordable manner. By paying for a 12 or 18-month SmartPack subscription, starting January 17, 2021, consumers can purchase a brand new smartphone on the Flipkart app with a 100% money-back guarantee.

This launch comes at a time when customers across the country are seeking economical smartphone upgrades that help them access important services from *education* to *healthcare* and *entertainment*. It marks an important development for the category, which has been witnessing strong demand in the affordable to mid-premium segment in a post-pandemic world, from both metros and tier 3+ regions alike. Leveraging its valuable ecosystem partnerships with leading smartphone brands and service partners, Flipkart has created this industry-first offering that is equally relevant and affordable. With this introduction, *Flipkart is helping people reimagine smartphone ownership* - in a world where smartphones are the new essentials in our lives.

Speaking about the launch of Flipkart SmartPack, **Aditya Soni - Senior Director, Mobiles, Flipkart**, said, *"Today, the smartphone has become one of the most important gadgets to us. Our lives have changed so much this past year and the smartphone has become the go-to resource for a host of growing requirements from entertainment to healthcare services. In line with our consistent effort to solve every consumer need, we are delighted to partner with leading brands and service providers for the launch of Flipkart SmartPack. This is yet another step in our commitment to expand our portfolio of value-added services for consumers by bundling new smartphones with some of the most popular premium services, and making them available at affordable prices. We believe this launch will add a new positive perspective to smartphone ownership."*

Customers can choose from a range of SmartPacks which include in-app services from *SonyLiv Premium, Zee5 Premium, Voot Select, Zomato Pro, Cult.fit Live* and *Practo Plus*, among others. They can avail the *SmartPack* of their choice on most smartphone models in the Rs 6,000-17,000 price range, across popular brands like *realme, POCO, Samsung, Redmi, Motorola, Infinix, OPPO, vivo* and more. Customers will also be able to avail a wide range of offers from fashion and hospitality brands as part of their SmartPack.

Speaking about the collaboration with Flipkart for the launch of SmartPack, a **Zee5 spokesperson** said, *"This unique, first-of-its-kind partnership will help us tap into Flipkart's vast consumer base, potentially opening up new cohorts for us to engage with. The partnership further strengthens our already robust distribution network in both metros and tier 3+ markets, reinforcing our regional growth and expansion strategy. This unique customized service also takes us one step closer to making ZEE5 one of the most accessible platforms in the country. The integration will enable Flipkart consumers to access the vast expanse of ZEE5's content"*



*library and will help keep them engaged and entertained on their new mobile devices. Needless to say, we're excited to offer them an unmatched viewing experience, something our regular ZEE5 consumers are already accustomed to, hoping to turn all potential new on-boards into loyalists in due course of time."*

*"We are excited to partner with Flipkart on this initiative that attempts to rethink smartphone ownership for the value-conscious customer. SmartPack users get access to zomato pro, an all-encompassing membership that unlocks amazing privileges and discounts at 25,000+ restaurants across dining out and delivery," says **Sukriti Sachdeva - Global head, zomato pro***

All services in the SmartPacks are offered at the same or lower price as the monthly packs offered by the respective service providers on their platforms, exclusive of their discounts.

For more information on how to avail a Flipkart SmartPack, visit <https://www.flipkart.com/pages/smartpack-faq>

### **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)**