



Flipkart launches Motorola 4K Android TV Stick in India

- *Powered by Android 9.0 OS, the Android TV Stick comes with 16GB storage, high performing Cortex A53 quad-core processor, and four hotkeys of popular streaming apps*
- *Motorola 4K Android TV Stick will be available on Flipkart from March 15, 2021, for Rs. 3,999*

Bengaluru - March 8, 2021: Flipkart, India's homegrown e-commerce marketplace, today announced the launch of Motorola 4K Android TV Stick in India. This is part of Flipkart's strategic partnership with Motorola and marks an entry into a segment that is rapidly gaining traction among Indian consumers. **The streamer will be available on Flipkart from March 15, 2021, for Rs. 3,999.**

The Motorola 4K Android TV Stick is equipped with a high-performing Cortex A53 quad-core 2 GHz 64-bit processor and Mali G31 MP2 - 850 MHz graphic engine. It is powered by Android 9.0 OS and thereby offers users the familiarity, ease of use, and functionality of Google's hugely popular operating system. The stick is compatible with all Android TVs and has a built-in Chromecast that allows users to project their mobile screens onto the TV. It is equipped with 2 GB RAM, which enables smooth browsing. With resolutions of 2160P, 1080P, 720P at 60 frames per second, the streamer provides an "Ultra HD and Full HD" viewing experience. It also supports the HDR10 and HLG video formats and has hotkeys for popular streaming apps such as Netflix, Amazon Prime Video, Zee5, and YouTube.

Commenting on the launch, **Chanakya Gupta, Vice President – Private Brands, Flipkart**, said, *"This offering, in partnership with Motorola, is the latest in our efforts to bring the best products with strong value propositions to consumers. There has been a notable rise in demand for in-home video entertainment solutions since the pandemic began, and TV streaming sticks have become even more widely popular as a result. It is a great time for brands to enter the segment. Motorola is a globally reputed and trusted brand, and the Motorola TV stick is a great option for consumers wanting to enjoy their favorite video content at home."*

"Motorola products address key consumer needs," said **Prashanth Mani, Country Head and Managing Director, Motorola Mobility**. *"With India being one of the fastest-growing over-the-top (OTT) markets in the world with relatively low smart TV penetration, we believe that the Motorola 4K Android TV Stick addresses a key consumer need with its best-in-class features such as a Cortex A53 quad-core processor, built-in Chromecast, support for Ultra-HD content and more."*

We are delighted to augment our relationship with another meaningful addition to the Motorola product portfolio on Flipkart and are confident that it will enable more consumers to enjoy their preferred content, at their convenience across various popular OTT platforms available in the country."



The Covid-19 pandemic has given a boost to the OTT market in the country. According to a recent report by PWC, India is the world's fastest-growing OTT market. It is expected to grow at a CAGR of 28.6% over the next four years and become the sixth-largest market by 2024.

Key specifications of the Motorola 4K TV Stick:

Parameter	Motorola Streaming Device - 4K
Resolution	2160P / 1080P / 720P @ 60 fps
CPU	Cortex A53 quad-core 2 GHz 64-bit
GPU	Mali G31 MP2 - 850 MHz Graphic engine
RAM	2 GB
ROM	16 GB
OS	Android 9.0
WiFi	2.4 GHz / 5 GHz – Dual Band (Broadcom)
Audio support	Dolby Audio
Multi-screen	Google Chromecast, Google Home
Interactive	
Google ecosystem	Yes (All Google updates)
Remote	Voice-controlled through Google Assistant + Android mobile app remote
Video support	HDR10, HLG
Hotkeys	Netflix, Amazon Prime Video, Zee5, YouTube

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