



HRX And Flipkart partner to mark the brand's entry into Sports And Fitness Equipment Range

Launches #FlexWithHRX, HRX's greatest fitness giveaway ever, to mark the launch of the new category & a chance to meet Hrithik Roshan!

Mumbai - August 16, 2021: HRX, India's first home-grown fitness brand, and Flipkart, India's homegrown e-commerce marketplace, have come together to launch a range of sports and fitness equipment for home workouts.

The HRX sports and fitness equipment range is a carefully curated array of products designed keeping in mind the needs of 'active fitness enthusiasts'. The product range comes with superior durability and performance and aims to address the requirement of functional home workouts for consumers who are increasingly adopting a fit lifestyle regime. For e.g. the range of yoga mats, as part of the portfolio, comes with superior anti-skid properties that are suitable for all types of yoga and workouts including professional use.

The availability of this equipment will not only support the needs of fitness enthusiasts but will also motivate individuals who are looking for resources to start with the basics, in the comfort of their homes. All of these products are tested in NABL accredited labs for their quality and performance and are validated by fitness experts.

To celebrate the launch of the Sports & Fitness category, HRX has launched **#FlexWithHRX**, a week-long activity that celebrates workouts from home and turning it up with India's greatest fitness brand. In addition to exciting giveaways, **there is a chance to meet (virtually) Hrithik Roshan on the cards!** #FlexWithHRX will be going live on Flipkart.com from August 20, 2021.

Speaking on the launch, **Mr. Afsar Zaidi, Co-founder and CEO at HRX**, said, *"With the gyms being shut and extended lockdowns, we have seen a surge in home-workouts, leading to a demand for home workout paraphernalia. Our team got thinking about how best we could support our consumers' fitness journey and set the idea of sports and fitness equipment in motion. With this e-commerce launch on Flipkart and Myntra, we are tapping into a new category to aid a larger audience with a better home workout experience."*

Priya Fotedar, Senior Director - Private Labels, Flipkart, said, *"There is a growing awareness around the importance of leading a healthy and fit lifestyle among consumers from all age groups. At Flipkart, we have seen the demand across this vertical accelerate since last year and with the launch of HRX's Sports and Fitness range, we are excited to bring consumers home gym equipment and fitness products that will enhance their stay-at-home fitness experience. HRX enjoys a dedicated consumer base in the country today and resonates well with the millennial and Gen Z age group. With this partnership, we will be able to bring their high-quality fitness products to consumers across metros, tier 2 and 3 cities."*

In addition to the above, HRX also plans to expand the category and start retailing sports equipment, and treadmills by the end of this year.



Priced from Rs. 349 (*skipping rope and resistance tubes*) onwards, the new range of equipment from HRX is now available on [Flipkart](#) and soon thereafter on Myntra.com.

You can view the entire collection here:

https://drive.google.com/drive/folders/1luk8H03LwzQb_PIJ6PZmkcmG78Bx1mBC?usp=sharing

About HRX

HRX, founded in 2013 by Hrithik Roshan and Exceed Entertainment, is a platform for bringing like-minded people together to believe in the philosophy of becoming the best version of themselves, empowering a billion people to 'be their own hero'. HRX aims to revolutionize the fitness scenario in India, as a value-for-money, high-quality alternative to international brands with its lines of sportswear and fitness accessories.

For more information, please visit: <http://www.hrxbrand.com>

Press Contact:

Peepul Consulting: hrx@mypeepul.com

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, and Cleartrip. The Group is also a majority shareholder in PhonePe, one of the leading payments apps in India.

Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 350 million, offering over 150 million products across 80+ categories. Our efforts to democratize 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. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations have made online shopping more accessible and affordable for millions of Indians. Together with its group companies, Flipkart is committed to transforming commerce in India through technology.

For more information, please contact media@flipkart.com