



realme Debuts Consumer Appliances Range on Flipkart Ahead of The Big Billion Days

At a starting price of Rs 12,990, the range of washing machines will be equipped with a bigger capacity, smart sensors, low decibel wash, IPX4 water resistance and more

Bengaluru - September 30, 2021: Flipkart, India's homegrown e-commerce marketplace, today announced the launch of the brand new realme TechLife Washing Machine range ahead of The Big Billion Days 2021. With the launch of its washing machine lineup on Flipkart, realme marks its entry into the large consumer appliance segment. The realme range of washing machines is equipped with intelligent features that include smart sensors, Fabric safe wash, 150W powerful motor, In-Built Heater and IPX4 water-resistant panels. The new range seeks to offer a bigger capacity (7.5kg) with robust features at a budget price. The washing machine range will be priced starting at Rs 12,990 and will be available on Flipkart from September 30.

With the rise in demand for smart home appliances in the work-from-home era - bigger capacity, low decibel wash, improved hygiene and smart sensors became the vital factors that influence the purchase decisions for consumers. The unique and useful wash cycles such as Fabric safe wash and Power Foam wash on the realme range of washing machines ensure that these consumer needs are met – while saving time and ensuring that even delicate fabric is handled with care.

Speaking about the launch, **Hari G. Kumar, Vice President, Large Appliances at Flipkart**, said, *"We are excited to announce realme's foray into the large consumer appliance segment on Flipkart. Over the past year, we have witnessed increased consumer demand for affordable smart home appliances from metros and tier 2 cities. As consumers plan their festive shopping, we want to ensure that they have the widest range of choices across specifications, variants, and design options to choose from. With the first-ever realme TechLife Washing Machine, we hope to deliver multifunctional and smart experiences to our customers."*

Commenting on the launch, Mr. Madhav Sheth, Vice President, realme and CEO, realme India, Europe & Latin America, said, *"Under our realme TechLife, we are focusing on products that make for a robust ecosystem, and we are extremely proud that owing to our sustained efforts and the support our fans bestowed upon us, we are entering the consumer appliance segment with the launch of 'realme TechLife Washing Machine' range. We understand the requirements of our consumers and have led the market disruption in various categories like smartphones, TVs, AIOT devices, etc. and now, we want to disrupt the consumer appliance segment. 'realme TechLife Washing Machine' is also a special way of saying 'thank you' to millions of our loyal fans this festive season who have trusted and supported us since our inception. We also express our gratitude to Flipkart for their support in launching our 'realme TechLife Washing Machine' on their platform."*

Some of the key specifications include:



Feature	Description
Powerful wash	<ul style="list-style-type: none">● Durable & Efficient Motor● Tidal Wave drum
Smart Technology	<ul style="list-style-type: none">● Fully Automatic● Smart sensors● Fabric safe wash● Power foam wash● Compact Cabinet
Water resistance	<ul style="list-style-type: none">● IPX4 water-resistant and shockproof panel

These fully automatic washing machines come in two capacities of top load variants.

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, 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.