



Flipkart launches a series of Nokia branded Smart Products, ahead of 'The Big Billion Days'

Nokia Smart TVs with the latest Android 11 and Nokia PureBook S14 laptop with Windows 11 out of the box

- The first-ever Nokia QLED TV in India, with Android 11 in the 50" and 55" segment starts at Rs. 49,999
- A wide range of smart TVs with audio expertise from JBL and Powered by Harman AudioEFX to deliver an immersive sound experience
- The Nokia PureBook S14 is one of the first laptops with pre-installed Windows 11
- The Nokia Smart TV range and Laptop series will be available on Flipkart from 3rd Oct 2021

Bengaluru - September 28, 2021: Flipkart, India's homegrown e-commerce marketplace, today announced the launch of Nokia Smart TVs powered by the latest Android 11 with HD, Full HD and Ultra HD 4K variants, and the Nokia PureBook S14 with Windows 11 out of the box, ahead of The Big Billion Days 2021. Nokia Smart TVs are packed with rich features and powerful sound quality, while the laptops address remote working and learning needs.

Nokia Smart TVs

Manufactured in India, the latest Nokia Android TVs are integrated with powerful sound from JBL and powered by Harman AudioEFX to offer a theater-like experience at home. To address the growing entertainment needs among customers, the new range brings impeccable sound performance and is available in multiple, Full HD, Ultra HD and QLED variants.

Nokia Smart TVs with Sound by JBL will offer cutting-edge features such as 60W twin speakers, Dolby Vision, Dolby Atmos, Gamma engine 2.2, Dual Band WiFi and Data saver.

The first-ever Nokia branded QLED TVs in India come with the latest Android 11 and will be available in 50" and 55" variants starting at Rs. 49,999. Nokia Smart TVs with Sound by JBL will also come in 43" Full HD, 43"/50"/55" Ultra HD 4K variants.

The existing range of Nokia Smart TVs with Sound by Onkyo will be upgraded with the latest features such as the latest Android 11, Dolby Vision, Dolby Atmos, Dual-band WiFi and Data saver. With this lineup, all Nokia TVs will be available with the latest Android 11.

Nokia PureBook

The Nokia PureBook S14 laptops will be an addition to the existing Nokia PureBook X14 laptop launched late last year. The laptop weighs just 1.4kg and is powered by an Intel Core i5 CPU with Iris Xe Integrated Graphics, Dolby Atmos support and the latest Windows 11 OS



pre-installed. The Nokia PureBook S14 laptops with Windows 11 pre-installed start at Rs. 56,990 and will be available on Flipkart starting 3rd October.

Laptops are now an integral part of our lives and influence how we connect, play, work and learn. In keeping with the customer's rising demand for cutting-edge, affordable laptops, the new Nokia PureBook S14 laptops deliver on storage needs with a 512GB NVMe SSD. Its Full HD IPS display with an 82% screen-to-body ratio ensures you engage with work, learn and play activities with minimal distraction.

For connectivity, it offers a full-function Type-C port and a 1x3.0 USB Type-A port. It is available in 8GB and 16GB DDR4 RAM variants

Speaking about the launch, **Ajay Veer Yadav, Senior Vice President - Mobiles, Electronics and Large Appliances, Flipkart**, said, *"Our product offerings and expansion plans pay close attention to customer feedback. Over the past year, there has been a surge in customer interest around laptops and smart TVs with theater-like experiences at home and hybrid work environments shaping societal needs. We are thrilled to enhance our partnership with Nokia to offer our customers several industry-firsts, and an extensive product lineup during the upcoming festive season."*

Vipul Mehrotra, Vice President, Nokia Brand Partnerships said, *"We are excited to see the new Nokia branded smart TVs and laptops by Flipkart showcase the very latest sound and screen innovation, in response to people's evolving needs. Our aim, along with our partners, is for technology to work for people, enhancing daily lives through new possibilities and experiences."*

Vikram Kher, Vice President, Lifestyle Audio, HARMAN India said, *"Home-based entertainment has gained prominence in the last 18 months. And as per IBEF, "India's media and entertainment (M&E) industry is expected to reach US\$ 25.56 billion by 2021-22 due to acceleration of digital adoption among users across geographies. We are glad to partner with Flipkart to ride this wave and enhance the cutting-edge features of their Smart TV with JBL's iconic sound experience and Harman AudioEFX, which sets the TV apart from the rest in the industry. With 75 years of rich legacy, JBL carries on to bring sound to life for consumers across the globe."*

Farhana Haque, Country Head – Devices, Microsoft India said, *"While PCs have always been essential in work and home life, this year showed us just how fundamental the PC is to our daily life and how important professional and personal connection really is. Completely reimagined and simplified, Windows 11 is built to instantly connect you to the people you care about, the apps you want, the information you need, and the games you love. The Microsoft partner community has been at the center of how we bring technologies and business transformation to customers around the world for decades. Windows 11 provides a new platform for our devices partners to deliver on the promise of digital transformation for customers across*



organizations and industries. We are excited to partner with Flipkart to present to you Windows 11, the Windows that brings you closer to what you love.”

In addition, Flipkart is also expanding the Nokia audio product portfolio with four new products, including a first generation of Nokia Headsets with model T4010 and three True Wireless Earphones with models T3030, T3010 and T3020. The Nokia Headset T4010 is now live on the platform while the TWS range will be available from October. Nokia TWS headsets will be available on Flipkart with prices starting from Rs. 1,499. With this addition, the Nokia brand is now present across Televisions, Laptops, Audio devices and Air Conditioners in India.

The Nokia Smart TV range with the latest Android 11 and the new Laptop range will be available from 3rd October 2021 during Flipkart’s annual festive sale event as part of ‘The Big Billion Days Specials’ - a unique line of special products curated in partnership with leading brands across various categories.

Details of Nokia Smart TV range:

Features	Specification
Viewing experience	QLED Range (50”, 55”): <ul style="list-style-type: none">• Quantum dot technology with Active quantum dot filter• Dolby Vision + HDR10• 102%* NTSC color gamut• Gamma engine 2.2 LED Range (43 Full HD & Ultra HD 4K - 43”, 50”, 55”): <ul style="list-style-type: none">• Dolby Vision + HDR10• Gamma engine 2.2• Eye protect plus mode
Sound experience	<ul style="list-style-type: none">• Sound by JBL• Powered by Harman AudioEFX (6 Advanced algorithms)• 60W twin speakers with bass reflex tube• Dolby Atmos
Design	<ul style="list-style-type: none">• Ultra Slim bezel with piano glass finish
Operating system	<ul style="list-style-type: none">• Latest Android 11.0 with Data saver
Hardware	<ul style="list-style-type: none">• 1.1 GHz Quad-core processor



	<ul style="list-style-type: none">● 2 GB/ 16 GB RAM/ROM● 700 MHz G31 GPU
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Details of Nokia Laptop range:

Features	Specification
Operating System	<ul style="list-style-type: none">● Preinstalled Windows 11*● 11th Gen Intel Core Processor*● 512 GB SSD, 16GB DDR4
Sound Experience	<ul style="list-style-type: none">● Dolby Atmos● Top firing speakers
Connectivity	<ul style="list-style-type: none">● USB 3.0● USB Type-C full function● HDMI
Design	<ul style="list-style-type: none">● Lightweight designs● 14-inch display● 82% screen to body ratio● Privacy switch

**applicable on select models only*

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 write to media@flipkart.com