



Flipkart Strengthens Insurance Offering for Consumers with the launch of Furniture Protection Plan

Consumers can access the protection plan for their furniture by paying a planned fee in the range of INR 199 to INR 1,999 for a cover of one year for stains and accidental damage, with an extended warranty of three years

Bengaluru - November 17, 2021: Flipkart, India's homegrown e-commerce marketplace, today announced the launch of 'Complete Furniture Protection' - an industry-first cover for accidental and stain damage on select furniture products on the platform such as office chairs, office tables and mattresses, among others. Flipkart has partnered with Cover Genius - a leading insurtech company to offer Complete Furniture Protection on its platform. The plan period lasts for one year for accidental stains & damage protection, with a three-year extended warranty. Additionally, it can go up to a period of six years including manufacturer warranty.

The plan starts from Rs. 199 and goes up to Rs. 1,999, with different slabs for each product and its pricing. Flipkart's strategic partnership with the global firm aims to enhance the customer experience for the online furniture industry in India, by providing value-added services on these products.

Dheeraj Aneja, Senior Vice President - Fintech and Payments Group at Flipkart, said, *"Being a homegrown company, Flipkart's aim has always been to be at the forefront of providing the best value-driven offerings to the customers. Our strategic partnership with Cover Genius will introduce affordable value-added services for furniture in the Indian market, making it a game-changer in the industry. We have seen the embedded protection offerings working well on our platform with the appliances and mobiles category. By introducing it for our furniture selection, we are confident that it will amplify the customer service standards on our marketplace."*

Starting with Furniture, Flipkart and Cover Genius will continue evolving such value-added service offerings across various product categories in the future.

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 400 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