

The logo for 'Nothing' is displayed in a dotted, pixelated font.The Flipkart logo, consisting of the word 'Flipkart' in a bold sans-serif font and a shopping bag icon with a white 'f' on it.

Nothing announces India foray with Flipkart for ear (1)

London, UK - 25 June 2021 - [Nothing](#), a new London-based consumer tech company, today announced its foray into India in partnership with the country's homegrown e-commerce marketplace, Flipkart. With decades of customer experience and robust delivery capabilities, Flipkart will play an integral role in building Nothing's presence in India and launching its highly anticipated true wireless earbuds ear (1).

Announced in January 2021, Nothing is on a mission to remove barriers between people and technology to create a seamless digital future. Nothing's debut product, ear (1) will combine notes of transparency, iconic form, and refined functionality. It is the starting point that will define the artistry, confidence and craftsmanship that will carry Nothing products and services for years to come.

"At Nothing, we aim to create easy to use consumer tech products with iconic designs that will bring differentiated value to our users in India and around the world," said Manu Sharma, Vice President and General Manager, Nothing India. *"For the upcoming launch of ear (1), we are excited to partner with Flipkart as we mark Nothing's entry in India. Flipkart's pan-India supply chain will be instrumental in reaching Nothing customers and delivering a superior end-to-end product experience, which is very important to us."*

The India launch of Nothing ear (1) will happen alongside the global launch of the product by Nothing which is a testament to the importance of the market to the new UK brand.

“India is one of the fastest growing audio devices markets in the world and is expanding rapidly on the back of the work from home culture and customers seeking high performance devices to suit their evolving needs,” said Rakesh Krishnan, Senior Director, Electronics at Flipkart. *“In this endeavour, Flipkart is at the forefront of meeting the needs of Indian customers and delivering best-in-class technology across the country and we are happy to be Nothing’s partner of choice for their India foray and introduce Nothing ear (1) this summer.”*

Flipkart will offer Nothing ear (1) with fast doorstep delivery and No Cost EMI.

To stay updated on all the latest information, please follow Nothing on [Instagram](#) and [Twitter](#), or visit [nothing.tech](#) and subscribe to the newsletter.

About Nothing

Nothing is dedicated to removing the barriers between people and technology to create a seamless digital future. Based in London, Nothing wants to inspire people to believe in the positive potential of technology again. Starting 2021, Nothing will begin bringing back artistry, passion, and trust to the field of consumer technology.

Nothing is a privately held company with backing from GV (formerly Google Ventures) and other private investors including; Tony Fadell (*Principal at Future Shape & Inventor of the iPod*), Casey Neistat (*YouTube personality and Co-founder of Beme*), Kevin Lin (*Co-founder of Twitch*) and Steve Huffman (*Co-founder and CEO of Reddit*).

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. 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 more than 350 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, Flipkart Wholesale and Cleartrip, the Flipkart Group will continue to steer the transformation of commerce in India through technology. For more information, please contact media@flipkart.com

Contact

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Brand Assets