



MarQ by Flipkart launches new range of Made-in-India Convertible Air Conditioners for superior cooling and reduced power consumption

- The new range is available in five variants at a starting price of **Rs 25,999**
- The models come with adjustable cooling capacity for optimal comfort and higher energy savings
- The ACs are manufactured in India, contributing to the Atmanirbhar vision of the Government of India

Bengaluru – March 9, 2022: Flipkart today announced the launch of a new range of 4-in-1 convertible Air Conditioners from MarQ by Flipkart, to offer customers a range of energy efficient ACs as the onset of summer season begins in the country.

The ‘Inspired By You’ Made-in-India range of ACs by MarQ, is equipped with innovative engineering, eco-friendly refrigerant for environment-friendly operation and also comes with inverter compressor technology to offer energy savings to customers. In the past few years, there has been increasing demand for convertible ACs, as these allow for altering the cooling capacity based on the room size, number of people in the room and the external climate conditions, thus ensuring the optimal temperature while saving on power.

It also ensures silent operation for a seamless experience and features a modern design complete with a sleek finish and a hidden display. Additionally, the range comes with Blue Fin Technology for effective protection of coils and has 100% copper internals for effective cooling. The range also allows for stabilizer free operation.

The 4-1 convertible range of ACs are being manufactured in Haryana to drive the Made-in-India quotient and bring greater value to customers.

Speaking about the launch, **Hari Kumar, Vice-President, Large Appliances at Flipkart**, said, “As a homegrown e-commerce marketplace, we have a nuanced understanding of millions of our customers whose requirements are evolving rapidly and we are committed to bringing the best-in-class technology solutions in an affordable manner. With our ‘Inspired By You’ range of MarQ by Flipkart ACs, we are looking to offer a relaxed and hassle-free cooling experience to customers from across the country. This launch also marks the foray of MarQ by Flipkart in the convertible ACs segment which is growing at a rapid pace as it offers the flexibility in cooling and helps reduce power consumption. This will be also complemented with doorstep delivery and installation across over 18,000+ pin codes across the country will bring true customer delight.”

The new range is available in five variants at a starting price of INR 25,999/- (MRP Inclusive of taxes)



Some of the key specifications include:

Feature	Description
Convertible with adjustable cooling	4-in-1 cooling for higher energy savings. The capacity can be altered from: *0.9 ton to 1.6 ton in 1.5 ton models *0.7 ton to 1.2 ton in <1.5 ton models
Superior cooling	Operating threshold limit of upto 55 degree Celsius
Blue Fin Technology	Effective protection for coils from water droplets, salt, and acid deposition
Made-In-India	The range has been designed and manufactured in India
Environment friendly	R32 Eco-friendly refrigerant
Stabilizer free operations	The range allows for stabilizer free operation within 165~265V band

Model Name	Available at
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0.8 ton 3 Star Inverter Model	Rs 25,999
1 ton 3 Star Inverter Model	Rs 27,490
1.2 ton 3 Star Inverter Model	Rs 28,990
1.5 ton 3 Star Inverter Model	Rs 29,990
1.5 ton 5 Star Inverter Model	Rs 32,990

For product images, please click here. ([link to be added](#))

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Flipkart Health+ 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 write to media@flipkart.com