



realme TechLife

realme introduces trendsetting, all-new range of washing machines with anti-bacterial technology on Flipkart

- *The Made-in-India range of washing machines caters to consumers' need for faster drying, bigger capacity, and longer durability*
- *Trendsetting antibacterial silver ion wash technology reduces exposure to infection*
- *Designed to suit Indian conditions with hard water wash and collar scrub*

Bengaluru – March 29, 2022: realme, the fast-growing technology brand, today announced the launch of realme TechLife range of semi-automatic Washing Machines to cater to the growing demand for anti-bacterial, energy-efficient and powerful home appliances. The launch marks realme's expansion into the fast-growing semi-automatic washing machine segment and is designed to cater to complex Indian conditions with hard water wash features. The new range will be available on Flipkart in 8 kg and 8.5 kg variants, and is priced from MRP (inclusive of all taxes) INR 10,990/- onwards.

The semi-automatic, top load lineup features a bigger capacity and jet stream technology for deeper and uniform cleaning. The new range also features a BEE 5-star rating, ensuring higher energy efficiency and savings on power consumption while delivering superior performance.

Post the pandemic, there has been a growing demand for home appliances that promote hygiene, health and effective protection against bacterial diseases and has become an important factor influencing the purchase decision of the customers. Addressing this demand, the new range of washing machines feature silver ion wash that reduces the growth of bacteria and microorganisms on clothes.

Specifically built for the Indian consumers, the 1400 RPM spin cycle, Air Dry technology, Hard Water Wash and collar scrubber along with powerful pulsation technologies ensure deep, layered cleaning with every wash. The outer body of the washing machine is made of highly durable plastic, which makes it rust and corrosion-free. Equipped with a heavy-duty motor, the new range ensures the high longevity of the appliance.

Commenting on the launch, **Madhav Sheth, CEO - realme India, Vice President - realme and President - realme International Business Group**, said, *“As a brand that specializes in providing a trendsetting tech lifestyle, realme endeavors to cater to customers' niche requirements by developing technological solutions that suit the Indian customers. Our new range of TechLife washing machines offers hard water and bacteria-free wash with its powerful and long lasting motor and is a testament to our understanding of our customer base. We are delighted to partner with Flipkart on this launch and cater to customers' evolving requirements across the country in a seamless manner. Through this launch, we will continue to enhance our Smart Home category, strengthen TechLife category, and aim to be the No.1 Lifestyle and Techlife Brand in India.”*



Speaking on the launch, **Hari Kumar, Vice President, Large Appliances at Flipkart**, said, *“Over the past few years, customers have demonstrated an increased awareness around wellness and healthy living. As a customer-focused organisation, Flipkart is committed to bringing a vast selection of choices and bringing best-in-class technological solutions to customers’ doorsteps. With the latest realme TechLife Washing Machine range, we hope to cater to the needs of users for an anti-bacterial cleaning while delivering superior performance. Its suitability to Indian conditions will be a key customer delight.”*

realme has entered the AIoT 2.0 era with an advanced ‘1+5+T’ strategy. ‘1+5+T’ is defined as 1 smartphone, 5 key categories for realme’s AIoT products, including the TWS, Wearables, TVs, Laptops, and Tablets. T stands for TechLife, realme’s open partner platform.

Some of the key specifications include:

Feature	Description
Anti-bacterial Protection	<ul style="list-style-type: none">● Silver Ion wash● N9 freshness Technology
Smart Performance	<ul style="list-style-type: none">● Hard Water Wash● Waterfall System and Jet Technology● 1400 RPM spin cycle along with Air Dry circulation
Built and Durability	<ul style="list-style-type: none">● Bigger tub size for smaller wash cycles● Compact built● Heavy Duty Motor
Energy Efficiency	<ul style="list-style-type: none">● BEE 5 star Rating



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Water resistance	<ul style="list-style-type: none">• IPX4 tested
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For product images, please click here.

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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

About realme

realme is a technology brand that specializes in providing technology products with a comprehensive superior experience for the youth. The brand was officially established on May 4th, 2018 by its founder Sky Li and Madhav Sheth in India, together with a young and strong team that has rich experience in the smartphone industry. Committed to creating a smart, connected and trendy lifestyle for the youth, we democratize cutting-edge technology to provide the best technology products in each price segment.

realme has become world's No.6 smartphone brand in Q2 2021 with a holistic smartphone portfolio from entry-level up to flagship segments including GT Series, Number Series, Narzo Series and C Series. As a 5G leader in India, realme is the first to bring a 5G phone into the

Indian market, realme X50 Pro 5G in February, 2019 and has become top 5G smartphone brand in India with a 23% share in Q2 2021, according to Counterpoint Research.

realme has launched realme TechLife Ecosystem, supported by 1+5+T strategy, which is centered on smartphones and extends to 5 key categories of smart TVs, wearables, TWS, laptops and tablets and technology products of realme TechLife® brand in 3 categories of Smart



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Life Care, Smart Entertainment and Smart Connect. realme has been developing more technology products with innovative partners to enrich realme TechLife Ecosystem.

For more information, please visit www.realme.com/in/