



realme marks its entry into the AC segment ahead of summer, debuts new range of Convertible Air Conditioners on Flipkart

- *The new product range features adjustable cooling capacity for optimal cooling and higher energy savings*
- *Designed to suit Indian summers with a cooling threshold of 55°C*
- *The ACs are available in three variants, starting from INR 27,790 onwards*

Bengaluru – April 12, 2022: realme, the fast-growing technology brand, today announced realme TechLife ecosystem's foray into the fast-growing Air Conditioner segment, to cater to the customers' cooling requirements ahead of the onset of summers. As temperatures across the country soar, customers are increasingly looking for convertible ACs which offer flexible cooling capacities while ensuring maximum power saving. The new range of realme convertible Air Conditioners will be available on Flipkart in 1 ton and 1.5-ton capacities at a starting price of INR 27,790 -/ (inclusive of all taxes).

Specifically designed for the Indian summer season, the convertible ACs can cool even at a peak temperature of 55°C. It comes with three cooling modes to create the perfect cooling ambience for every user. Additionally, the realme convertible Air Conditioners alters the cooling capacity based on the number of people in the room, thus ensuring the optimal temperature while saving on power. The ACs also feature Inverter Compressor Technology to facilitate faster, precise, and efficient cooling operations.

Technologically advanced, the new range comes with an Auto Clean feature that helps protect the unit from moisture, dust, and mold. It is also equipped with Blue Fin Technology for effective protection of coils, along with a 100% copper condenser & Inner Grooved copper tubes to facilitate more efficient heat transfer. It is also characterized by silent operation for a seamless experience, comes equipped with an eco-friendly refrigerant, and supports stabiliser free operation.

*Commenting on the launch, **Madhav Sheth CEO - realme India, Vice President - realme, and President - realme International Business Group**, said "The launch of realme TechLife Air Conditioner range strengthens our 1+5+T ecosystem even further, fulfilling the topical tech-lifestyle needs of users across the country. With the TechLife brand, we aim to create products that empower their lives with the latest technologies. realme is always deeply attuned to the requirements of its fans and consumers, initiating deep-dive research and innovation to bring the perfect product that matches their lifestyles. The convertible cooling capacity, various cooling modes, and Auto Clean feature have been specifically curated to suit the requirements of the Indian customer and ultimately enhance customer delight. We are thrilled to expand our existing relationship with Flipkart, with the launch of the realme TechLife Air Conditioner range on e-commerce platforms including Flipkart's platform and provide access to our portfolio to a wide customer base across the country."*

The foray of realme into the AC segment assumes significance as the brand is specifically



positioned to cater to the diverse needs of customers with its India focused technology solutions and attractive price points.

Speaking about the launch, **Hari Kumar, Vice-President, Large Appliances at Flipkart**, said, *“As summers arrive early across the country, there will be a natural increase in demand from customers for a superior cooling experience while having the flexibility to change its cooling capacity. This requirement is efficiently fulfilled by Convertible ACs which is why we have seen exponential growth in the demand over the last year. As a customer-focused organisation, we are committed to bringing the best-in-class technology solutions to their doorsteps in an affordable manner. Their foray into the ACs segment is an important development for customers who can access the widest range of superior quality products and access them in an affordable manner across the country.”*

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 between 40%, 60%, 80%, and 110%
Superior cooling	Operating threshold limit of up to 55 degrees celsius
Inverter Compressor Technology	Faster cooling reduced power consumption and longer compressor durability
Adjustable cooling modes	Dry, Eco, and 3 Sleep Modes
Blue Fin Technology	Effective protection for coils from water droplets, salt, and acid deposition
Auto Cleaning feature	On switching off the AC, Auto Clean feature runs for 30 seconds, drying the water droplets by a strong air throw
Silent operations	Super Quiet AC operations enabled through the ODU insulation along with a hidden display unit
Environment-friendly	R32 Eco-friendly refrigerant



Stabilizer free operations	The range allows for stabilizer free operation within 165~265V band
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For product images, please click [here](#).

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 the 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

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 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/

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
