



realme forays into the refrigerator segment; introduces Single and Double Door refrigerators on Flipkart

- *The new range will be available across 9 variants*
- *Single Door refrigerators come at a starting price of INR 12,490; Double Door refrigerators are available from INR 23,490 onwards*

Bengaluru – May 11, 2022: realme, the fast-growing technology brand, today announced its foray into the fast-growing refrigerator category with Flipkart, India's homegrown e-commerce marketplace, as summers peak across the country. With a rising demand for powerful and energy-efficient cooling appliances, realme has introduced a versatile portfolio of Single and Double-door refrigerators, catering to the differentiated needs of the customers. The launch of the refrigerator range with advanced cooling technology, premium design aesthetics, and a wide array of storage capacity will augment the smart life experience for consumers. The Single and Double-door variants are available on Flipkart from INR 12,490 and INR 23,490 onwards respectively.

The new range is designed to suit the changing needs of the consumers and fulfills the demand for large capacity models with minimalistic design. While the single door refrigerators are available in 195 litre, and 215 litre with 2 and 3-star variants in Floral Patterns, the double door refrigerators are available in 260 litre, 280 litre, 308 litre, and 338 litre capacities in premium Black Uniglass finish.

With a mission to deliver an enhanced customer experience that exceeds expectations with every product, the 9 variants categorized under Single Door and Double Door have been designed keeping the Indian summers in mind. The models offer superlative cooling efficiency and feature faster cooling with the Copper Capillaries taking freezer temperatures up to -23* degrees Celsius. The Cooling Adjustment Knob guarantees optimal cooling in every season by allowing for external temperature-based monitoring and control, resulting in maximum energy savings. The new range also offers stabilizer-free operations which are designed and tested to operate under electric voltage fluctuations in the range of 160~260 volts.

Realme's foray into refrigerators comes after a successful portfolio expansion into ACs and washing machines with Flipkart early this year to cater to a wide range of requirements of millions of customers across the country.

Commenting on the launch, Mr. Madhav Sheth, CEO - realme India, Vice President - realme, President - realme International Business Group, said, "As the fastest-growing technology brand in the world, we envision creating a connected, smart life ecosystem for consumers. The foray into the refrigerator segment re-affirms this and strengthens our



commitment to bring cutting-edge, segment-leading technology products at the most versatile price points. Through collaboration with Flipkart, we are confident of reaching out to aspiring buyers across Tier 1 to Tier 3 cities and addressing the growing need for smart home and cooling appliances. We recently launched an all-new air-conditioner range, in association with Flipkart, and have seen an enthusiastic response from our fans. We are confident of replicating the same success with the refrigerator range.”

Hari Kumar, Vice-President, Large Appliances at Flipkart, said, “As India goes through a severe heatwave, Flipkart through its widest selection of cooling appliances and state-of-the-art supply chain, has been fulfilling customers’ demand for powerful and energy efficient cooling appliances at their doorsteps. In the past few months, we have witnessed a significant increase in demand for cooling appliances by over 25% as against the same period last year across cities including New Delhi, Chennai, Kolkata and Ahmedabad. This has also driven the demand for smart appliances which offer bacteria free, odour free and quick chill capabilities and the launch of realme’s range of refrigerators aims to meet these evolving demands of customers across the country.”

Available in 195L, 215L with 2- and 3-star variant in Floral Patterns

Single Door	
Feature	Description
Faster Cooling	<ul style="list-style-type: none">• Instant cooling through the powerful compressor• The Copper Capillaries takes freezer temperatures upto -23* degree Celsius
Stabilizer Free Operations	<ul style="list-style-type: none">• Designed and tested to operate under electric voltage fluctuations (160~260V)
Large Vegetable Storage	<ul style="list-style-type: none">• 12L crisper for storing fruits and vegetables
Spill Proof Toughened Glass Shelves	<ul style="list-style-type: none">• Toughened glass shelves• Spill Proof Shelves



Optimum Cooling in Every Season	<ul style="list-style-type: none"> • Monitor and control the cooling temperature basis external temperature with maximum energy savings with the Cooling Control Knob
Energy Savings	<ul style="list-style-type: none"> • Rated 2/3 as per BEE with minimal energy consumption • Saves upto 20% on energy bills
Environment Friendly Cooling	<ul style="list-style-type: none"> • R600A refrigerant is an eco-friendly gas with less energy consumption

Double Doors are available in 260L, 280L, 308L, 338L capacity in Black Uniglass finish with premium finish

Double Door	
Feature	Description
Powerful and Efficient Cooling Performance	<ul style="list-style-type: none"> • Powerful and Efficient Cooling Performance • Inverter compressor automatically adjusts its speed to deliver cooling as per the quantity of food kept inside
Uniform Cooling	<ul style="list-style-type: none"> • Guarantees 360 degrees of food freshness • Multiple air vents across the cooling panel ensuring uniform cooling
Ice Twister and Collector	<ul style="list-style-type: none"> • Freeze, dispense and collect Ice cubes with Ease
Moisture Control Slider	<ul style="list-style-type: none"> • Maintain optimum moisture for vegetables to keep them fresh for longer by adjusting the moisture controller in the crisper.
Optimum Cooling in Every Season	<ul style="list-style-type: none"> • Monitor and control the cooling temperature basis external temperature with maximum energy savings



Environment-Friendly Cooling	<ul style="list-style-type: none">● R600A refrigerant is an eco-friendly gas with less energy consumption● Inbuilt with 0 ODP (Ozone Depletion Potential) and very low GWP (Global Warming Potential)
Stabilizer Free Operations	<ul style="list-style-type: none">● Designed and tested to operate under electric voltage fluctuations (100~290V)
Maximum Energy Savings	<ul style="list-style-type: none">● Rated 2/3* as per BEE, with minimal energy consumption; saves upto 20% on electricity bills
Odour Free Environment	<ul style="list-style-type: none">● Smart Deodriser on the cooling vent preserves the original aroma of each refrigerator item
Dedicated Storage Space and Accessories	<ul style="list-style-type: none">● Organize everything with specific storage and 2L bottle door racks

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 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



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