



## Flipkart joins hands with Nothing for the first-ever NFT drop on FireDrops by Flipkart, hosted on Polygon's blockchain

*The collaboration will introduce a new dimension of e-commerce in India, focused on NFT value, utility, and community, and deliver a new way to experience NFTs in India.*

*Customers who have pre-booked and purchased the Nothing phone available in India via Flipkart will receive their NFT airdrop on Firedrops by Flipkart, referred to as "FireDrops" here.*

**Bengaluru - July 14, 2022:** Flipkart, India's homegrown e-commerce marketplace, today announced a partnership with Nothing for the very first NFT drop at FireDrops. Flipkart customers who have pre-booked and subsequently purchased a Nothing phone during the pre-book sale period would be airdropped Nothing Community Dots, which will enable access to unlock special perks, including early access to new products and offline events. The Community Dots is hosted on Polygon, the leading Web3 infrastructure enabling users to have a low carbon footprint minting experience.

FireDrops is Flipkart's excursion into Web3. Earlier, with the launch of Flipkart Labs, the company announced its intention to explore NFT-related use cases to redefine the shopping experience of its users and incubate solutions at the intersection of technology and e-commerce. With FireDrops, Flipkart wants to bring the value of NFT and, by extension, Web3 to a wider audience.

The partnership with Nothing constitutes a first and important milestone for FireDrops for this will set the stage for a reimagination of commerce and create experiences based on accessibility and value. It also aligns with Nothing's vision to remove barriers between people and technology. The Nothing NFT Drop on FireDrops is powered by GuardianLink - an NFT ecosystem company enabling brands and artists to launch NFTs

**Jeyandran Venugopal, Chief Product and Technology Officer, Flipkart,** added, "Flipkart has always been at the forefront of innovation across all facets of digital commerce. We are delighted to join hands with Nothing to bring our customers into the Web3 playground with the very first NFT drop at Flipkart FireDrops, hosted on Polygon's blockchain.

Digital asset ownership, NFTs and other digital collectibles are a true game-changer in value creation in the digital age. Innovation and foray in the Web3 space is focused towards driving engagement between brands, businesses, enterprises, and their communities. The Flipkart-Nothing partnership and the launch of the Nothing Community Dots, therefore, constitutes an important step for FireDrops, helping us in the vision to bring the potential of Web3 to India."



“We recently announced the Nothing Community Dots to create more meaningful connections with our community. This is a step further in that direction”, said **Manu Sharma, VP and GM, Nothing India**. He added, “We recently introduced Phone (1), our first smartphone and the gateway to future connected and open product ecosystem. Going forward, we also plan to make not just the phone category, but other ecosystem devices future-ready by enabling sustainable and secure access to Web3.

**Arjun Kalsy, VP of Growth at Polygon** said “NFTs can completely remold the e-commerce experience, unlocking verifiable digital ownership, increased utility, and greater community engagement. We’re delighted to be supporting Flipkart and Nothing in pioneering this innovation in an environmentally-friendly fashion.”

The Community Dot NFTs will be open to be redeemed by anyone who pre-ordered Nothing Phone (1) on Flipkart between 12th to 18th July. Here's how.

- Complete the payment to make the purchase of Phone (1)
- Flipkart will send an email after 7-10 days from the delivery date
- Customers can follow the steps on the email to claim their Black Dot NFT

### **What is FireDrops?**

FireDrops is a feature which will be available on the Flipkart Android and iOS application from 22 July onwards. It will enable limited-edition Nothing Community Dots NFTs to be claimed by users who have purchased the Nothing phone (1).

### **What is Community Dots?**

Refer to [dots.nothing.tech](https://dots.nothing.tech)

### **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. 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](mailto:media@flipkart.com)

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## About Nothing

Nothing is here to make tech fun again. To inspire creativity, and build the future together with their community. By creating an ecosystem of iconic and connected tech products, Nothing aims to bring artistry and passion back to the industry. Following the success of ear (1), which has sold over 530,000 units to date, the company's highly anticipated smartphone product Phone (1) launched on 12 July 2022.

Based in London, Nothing is a privately held company with backing from GV (formerly Google Ventures), EQT Ventures, C 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), and Kevin Lin (Co-founder of Twitch).

## Contact

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## About Polygon

**[Polygon](#) is the leading blockchain development platform, offering scalable, affordable, secure and sustainable blockchains for Web3.** Its growing suite of products offers developers easy access to major scaling solutions including L2 (ZK Rollups and Optimistic Rollups), sidechains, hybrid, stand-alone and enterprise chains, and data availability. Polygon's scaling solutions have seen widespread adoption with 19,000+ decentralized applications hosted, 1.6B+ total transactions processed, 142M+ unique user addresses, and \$5B+ in assets secured. Polygon is carbon neutral with the goal of leading the Web3 ecosystem in becoming carbon negative.

If you're an Ethereum Developer, you're already a Polygon developer! Leverage Polygon's fast and secure txns for your dApp, get started [here](#).

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## About the GuardianLink

GuardianLink.io is a pioneer and innovator of NFT Technologies with its roots embedded in the Blockchain world since 2016. Its deep base of over 350+ product avengers and NFT artists



provides global execution capabilities for deploying the NFT Auction platform and Exchange Framework. With global brands and exchanges running on the GuardianLink.io platform and its zero-gas fee layer 2 blockchain, it has a proven track record of scalability, accessibility, and extensibility. Jump.trade is a web3 NFT marketplace launched by GuardianLink. The platform features NFTs of international brands and celebrities as well as games. In the same view, GuardianLink is now partnering with Flipkart, India's leading e-commerce platform for the Nothing Community Dots AirDrop.