

## **Thomson forays into Small Home Appliances segment with Flipkart to bring affordable, high-quality appliances to Indian consumers**

*The product range includes appliances across kitchen appliances, seasonal appliances, other home appliances segments and more*

**Bengaluru – August 05, 2022:** In the continuation to its successful penetration into the Indian TV market since 2018, the French consumer electronics brand Thomson today announced its foray into the small home appliances segment with Flipkart, India's homegrown e-commerce marketplace, as it looks to address the growing demand for superior quality home appliances. As customers are increasingly opting for newer and smarter appliances to manage household chores efficiently and save on time, Thomson's foray into the segment will cater to these evolving needs.

As part of the launch, Thomson will introduce a wide range of appliances across the kitchen appliances segment (juice mixers, sandwich maker, electric cooker), seasonal appliances (geysers, room heaters), and other home appliances (dry and steam irons) and more on Flipkart. The new product categories will make superior quality appliances available at affordable prices and bring Thomson's French touch to Indian kitchens. Today, Indians are increasingly preferring to invest in home appliances contributing to the growth of the market. The demand for small kitchen appliances in India is growing on account of the rising base of the middle class and rich Indian consumers, improving consumer lifestyle, growing awareness about energy-efficient and eco-friendly appliances, and high technological advancements in small kitchen appliances.

Speaking about the launch, Sébastien Crombez, **Thomson's representative, said,** *"Rich of its 129 years of history, the Thomson brand has been warmly welcomed by Indians when it made its way back to India with Television in 2018. Thomson has an important focus on India, we would like to bring quality products that bring the best experience and ease of use to customers. In this endeavour, we feel small home appliances play a major role in making our lives easier and convenient and our foray into this segment will enable us to cater to the evolving preference of the Indian consumers with products that embodies the brand's French touch while making them accessible and affordable. We are delighted to partner with Flipkart in this endeavour to bring the latest products that deliver superior performances to customers across the country."*

**Hari G. Kumar, Vice President, Large Appliances at Flipkart,** said, *"Over the past few years, consumers have increasingly demonstrated the preference for efficient and durable appliances that simplify household work. Along with metro cities, tier 3 cities and beyond have also contributed to a surge in demand for small home appliances. As Flipkart looks to fulfil the changing customer preference for these products, the new range from Thomson will expand our best-in-class product selection for customers while affordably delivering superior quality."*

Product List	
Product	Starting price
Iron	INR 899 - 999
Juicer Mixer Grinder (500 Watt, 3 Jars)	INR 1,599
Pop-up toaster	INR 949
Sandwich maker	INR 899

### 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)

### About Thomson:

With a rich heritage stretching back for more than 120 years, the Thomson brand has been part of the world's greatest technological revolutions with an unwavering dedication to making innovation accessible to all. At home and beyond, our innovations are intrinsic to everyday life. We contribute to the special moments you share with your friends and family. The Thomson brand offers a vast range of electrical products spanning Television, Audio Video, Telephony, Information Technology, Connected Devices, Home, Small and large Appliances and Healthcare & Well-being. Thomson is a Trademark of Talisman Brands, Inc. d/b/a "Established" used under license by Flipkart.

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