



Flipkart Large Appliances launches a 7-days 'Price Match Guarantee' Campaign

- Customers can buy Large Appliances such as televisions, ACs, refrigerators and washing machines under this campaign, and if they find a better price for the same product, they can claim the difference within the next 7-days
- The campaign is LIVE on Flipkart from December 16 - 21 during the Big Saving Days

Bengaluru, December 16, 2022: Flipkart, India's homegrown e-commerce marketplace, today announced a new 7-Day campaign 'Price Match Guarantee' during the Big Saving Days offering customers the option to purchase Large Appliances in the most affordable manner over December 16-21. This new campaign promises customers the most competitive price for buying Large Appliances like *televisions, ACs, refrigerators and washing machines categories* and guarantees customers an opportunity to claim the difference if they find the same product at a lower price elsewhere within the next 7-days. *The campaign is LIVE on Flipkart from December 16 - 21 during the Big Saving Days.*



The campaign promise, is being fulfilled by the sellers on Flipkart platform. Once the customer makes the purchase on the Flipkart platform and finds a lower price on any other applicable website for the exact same product, they will be refunded the difference. This first of its kind campaign will enable customers to purchase large appliances, including televisions, air

conditioners, refrigerators, and washing machines, from the widest range of selection of products available on Flipkart and get it delivered at their doorstep in the fastest manner possible across 100% of serviceable pincodes.

Hari Kumar, Vice President, Large Appliances at Flipkart, said, "As a customer-focused organisation, we are committed to offering customers the widest range of appliances in the most affordable manner. In the endeavour, we have been innovating across various fronts, including affordability and are excited to announce the launch of Price Match Promise by our Seller partners. This promise reiterates our focus on bringing value and enabling improved shopping experiences for our customers across the country."

How to avail the offer:

- The offer is valid on selected products in Televisions, Air Conditioners, Refrigerator and Washing Machines
- It includes matching product listing price on other e-commerce platforms for the exact same product (having same model name/ number/id)
- If a customer finds a listing price that is lower than the listing price on Flipkart within 7 days of the purchase, they can email the product link and screenshot to flipkartprice@flipkart.com, and the seller will offer them the difference by providing an Electronic Gift Voucher in their accounts
- The 7-day Price Match Promise is valid for online purchases with proof of the current price on other platforms. Customers can only claim one price match promise per transaction

For further information on the Price Match Promise offer please visit: [Link](#)

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Health+, Flipkart Wholesale, 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 450 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.