



realme launches new energy efficient 4-in-1 Convertible Inverter Air Conditioners on Flipkart

- *The product range with the Latest BEE labels features Flexi-Control Technology to adjust cooling capacity and save energy*
- *Rapid Cool feature, along with PowerX Inverter technology, provides an instant efficient cooling effect in 20 minutes, even at 55-degree celsius*
- *The ACs are available in four capacities, starting from INR 28,499 onwards*

Bengaluru – January 19, 2023: realme, the fast-growing technology brand, today announced the expansion of its air conditioner range in realme TechLife ecosystem on Flipkart to cater to the customers' cooling requirements. The new range of realme's energy efficient 4-in-1 Convertible Inverter air conditioner features Flexi Control technology which allows consumers to operate the AC at different capacities based on the number of people in the room, thus resulting in significant power saving. The new range of realme air conditioners will be available on Flipkart in 1.0 and 1.5- ton capacities with 4-5 star ratings at a starting price of MRP (inclusive of all taxes) Rs 28,499/-.

The 4-in-1 convertible ACs equipped with a "Rapid Cool" feature that increases the airflow, giving instant cooling effect in 20 mins, and offering wider remote sensing angles for enhanced convenience. Furthermore, the Inverter Technology with a variable speed compressor ensures faster, precise, and more efficient cooling operations, which results in faster cooling, reduced power consumption and longer compressor durability with maximum savings.

The new range features built-in circuits, which negates the need for a stabilizer and guarantees smooth performance even under significant voltage variations between 165-265V. The ACs come with Blue Fin Technology for adequate protection of coils and 100% copper condenser & Inner Grooved copper tubes to facilitate more efficient heat transfers, increasing their durability. Additionally, this range is equipped with R32, an environment-friendly refrigerant, which ensures negligible GHG emission, resulting in lesser ozone depletion.

Hari Kumar, Vice-President, Large Appliances at Flipkart, said, "Air conditioners as a category has seen exponential growth in demand over the last year. As a homegrown e-commerce marketplace, Flipkart through thousands of its sellers selling consumer durables, offers a wide selection of products and after sales service through its service arm, Jeeves, enabling a seamless e-commerce experience for millions of customers across the country. In this endeavour, Flipkart through its sellers brings realme's newest 4-in-1 convertible air conditioners with best-in-class technology solutions on our platform for our customers."

Commenting on the launch, Madhav Sheth CEO - realme India, Vice President - realme, and President - realme International Business Group, said, "With the TechLife brand, we constantly strive to bring more convenience and offer best-in-class products to our customers. We have successfully launched air conditioners, washing machines, and refrigerators, and have built a strong consumer base in tier-2 and three markets in a very short span of time. The new



range of 4-in-1 Convertible with Flexi Control Inverter Air Conditioners offer more features, efficiency, durability and flexibility to customers. We are thrilled to reach out to millions of customers across the country with Flipkart and provide them access to our state-of-the-art product portfolio.”

Some of the key specifications include

Feature	Description
Convertible with adjustable cooling	4-in-1 Convertible with Flexi-Control Technology Inverter
Superior cooling	Efficient cooling at 55 degree celsius
Inverter Compressor Technology	Faster cooling, reduced power consumption and longer compressor durability with 10 year warranty
Adjustable cooling modes	Auto/Dry, Eco and Cool Mode
Blue Fin Technology	Hydrophilic Technology - Prevents water splashing
Environment friendly	R32 Eco-friendly refrigerant
Stabilizer free operations	Smooth operation of AC even under wide voltage fluctuations between 165-265V

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.

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

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