



Motorola 'EnvisionX' Debuts on Flipkart

Motorola EnvisionX - 4K QLED Google TV, powered by MediaTek, offer a futuristic design, superior audio, video and gaming capabilities available at a launch price of INR 30,999 onwards

Bengaluru – June 8, 2023: Consumer electronics brand Motorola today announced the launch of EnvisionX - 4K QLED Google TV, on Flipkart, India's homegrown e-commerce marketplace. EnvisionX offers a futuristic design, superior audio, video, and gaming capabilities at an affordable price range for customers across tier-1 and tier-2 cities. As the demand for smart TVs continues to rise in the country, the Motorola EnvisionX range provides an expansive array of specifications with a starting price of INR 30,999, making it a compelling option for buyers.

Under EnvisionX, two ranges of TVs have been introduced, including 55 inches QLED, and 65 inches QLED. With its core brand proposition of democratizing technology, Motorola's EnvisionX will offer an immersive TV viewing experience to customers of Bharat at an affordable price. As part of the special launch deal, Motorola will offer up to INR 5,000 off on the 55 inches and up to INR 10,000 off on the 65 inches QLED TV range.

The EnvisionX TV is powered by MediaTek Quadcore processor, made by one of the world's leading fabless semiconductor companies, which provides seamless content viewing and lag-free gaming experience.

Powered by Google TV, Motorola's new EnvisionX smart TV packs an impressive set of features and offers a seamless interface and AI-enabled personalized content suggestions for an engaging entertainment experience. The TV's QLED display with QuantumGlow Technology delivers vibrant colors and life-like visuals, while Dolby Vision enhances picture quality with fine details and a wider color gamut. With immersive 3D surround sound and Dolby Atmos technology, viewers will feel like they are part of the on-screen action.

Prashanth Mani, Executive Director, Motorola, Asia-Pacific, said, *"At Motorola, we believe in creating products that deliver meaningful consumer experiences. We are excited to unveil the EnvisionX range that revolutionizes the TV viewing experience with its immersive audio, video, and gaming capabilities. We are confident that this newest range caters to the needs of consumers who are looking for advanced technology and features at affordable prices. In our endeavor to democratize technology, we will leverage Flipkart's wide pan-India network and robust supply chain capabilities to bring the latest range of superior quality products to consumers across the country."*



Jagjeet Harode, Vice President - Electronics, Appliances and Private Brands at Flipkart, said, *“The availability of high-speed internet in India has increased the preference of smart TVs, especially in Tier-2 cities, as they allow viewers to stream content seamlessly. The launch of Motorola EnvisionX Smart TV range strengthens our commitment to offer the latest, most innovative, and relevant products at affordable prices not only for metros but also for consumers from the heartlands of Bharat.”*

Ankur Jain, Managing Director, MediaTek India, said, *“MediaTek enables nearly 2 billion connected devices a year and powers more than 60% of all TVs worldwide, focusing on four technology pillars, including display, audio, AI, broadcasting, and connectivity. Our cutting-edge technology enables seamless and immersive viewing experiences, and we are confident that the combination of the Motorola design, our advanced chipsets, and Flipkart’s wide network base will deliver an unparalleled entertainment experience for consumers.”*

Details of the range:

Model name	Size	Launch Price (INR)
55QLED	55”	30,999
65QLED	65”	39,999

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 sellers, merchants, and small businesses to participate in India’s digital commerce revolution. With a registered customer base of more than 450 million, Flipkart’s marketplace offers over 150 million products across 80+ categories. Today, there are over 11 lakh sellers on the platform, including Shopsy sellers. With a focus on empowering and delighting every Indian by delivering value through technology and innovation, Flipkart has created lakhs of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart is known for pioneering services such as *Cash on Delivery*, *No Cost EMI* and *easy returns*, which are customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians.

For more information, please write to media@flipkart.com

About Motorola Strategic Brand Partnerships



For over 90 years the Motorola brand has been known around the world for high quality, innovative and trusted products. Motorola's Strategic Brand Partnership program seeks to leverage the power of this iconic brand by partnering with dynamic companies who offer unique, high quality products that enrich consumer's lives. Strategic brand partners work closely with Motorola engineers while developing and manufacturing their products, ensuring that their products meet the exacting safety, quality, and reliability standards that consumers have come to expect from Motorola. To learn more about Motorola strategic brand partnerships, follow us @ShopMotorola.

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