



Flipkart Launches Exchange Program for Non-Functional Smartphones and Appliances

- *Customers can now upgrade by exchanging used, non-functional electronic and large appliances purchased from anywhere*
- *Customers benefit from attractive buyback offers, hand-in-hand exchange of upgraded products, and the convenience of doorstep pick-up of non-working appliances*
- *Necessary measures will be taken to erase the data residing in mobile phones - smartphones and feature phones, and laptops before being refurbished or disposed responsibly*

Bengaluru – June 26, 2023: Flipkart, India's homegrown e-commerce marketplace, today announced the launch of an Exchange Program for non-functional appliances, smartphones, and feature phones. This program will allow customers to exchange their defunct large and electronic appliances for upgraded products ranging from appliances like television, refrigerator, and washing machine to laptops, smartphones, and feature phones.

The program is designed to address the concerns of customers who find it challenging to dispose of their non-functional appliances. Flipkart's exchange program eliminates the cumbersome tasks of identifying a vendor for selling or exchanging defunct appliances and arranging the delivery of large appliances. With this program, customers will not only enjoy a hassle-free process of disposing of their inoperative appliances but also get an exchange value that can be used to purchase an upgraded product.

By converting non-functional products into currency, the program further aims to reduce electronic waste (e-waste) generated by improper disposal. Flipkart has partnered with authorised vendors to ensure responsible disposal of e-waste. Depending on the condition of the defunct product, it will be refurbished, recycled, or disposed of responsibly by authorised vendors.

Commenting on the launch, **Ashutosh Singh Chandel, Senior Director & Business Head, Re-Commerce at Flipkart, said,** *"India is the third largest e-waste generator in the world (with 3.2 million tonnes in 2019); however, only 10 percent of the waste is collected for recycling, as per MEITY policy paper ([source](#)) which necessitates the shift to a more circular approach for the sector. With the new exchange program for non-functional appliances, we want to provide our customers with an innovative,*



sustainable, and convenient solution to discard unused electronic and large appliances and upgrade to a product they aspire to have. Apart from benefitting our valued customers, this program will act as a catalyst to transition to a circular economy and reduce the impact on the environment.”

Flipkart, through its extensive logistics network and efficient tech-driven processes, will enable the exchange in a single visit, ensuring a convenient and hassle-free experience.

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