



Flipkart Announces the 6th edition of Super Cooling Days 2024 - An annual sale event for cooling home appliances

- *The sale will be live from **April 17 - April 23, 2024**, and will provide a wide selection of cooling home appliances with the latest technology at affordable prices across categories such as Air Conditioners (ACs), Refrigerators, Air Coolers, and Fans*
- *From showcasing India's biggest refrigerator store to an expansive range of ACs and fans, Super Cooling Days is the best time to upgrade appliances, and fulfill the desire for the latest products while saving on electricity bills with energy-efficient features*
- *With products starting at Rs. 1,299/-, customers can avail of exciting deals and offers such as Cashback, Exchange offers, New Customer offers, Tap & Win, and offers on SuperCoins, among many others*
- *Payment options like No-cost EMI, Down Payment, Cash on Delivery, Flipkart Pay Later EMI, and more will be available*
- *To make the shopping experience more engaging, features such as 'View in 360', FireDrops Gamification, 3D viewing, and video assistance on premium selection will be offered*
- *Flipkart Jeeves will provide convenient, reliable, and cost-effective after-sales services, including installations, ensuring a seamless experience from purchase to use*

Bengaluru – April 16, 2024: Flipkart, India's homegrown e-commerce marketplace, has announced the 6th edition of **Super Cooling Days 2024**, an annual sale event, to provide customers with exciting deals on cooling home appliances to beat the overwhelming summer heat. The week-long sale, slated between **April 17 - April 23, 2024**, promises an unparalleled shopping experience with the best offers on a wide range of cooling home appliances like Air Conditioners (ACs), Refrigerators, Air Coolers, and Fans.

As part of the sale, Flipkart will offer a broad selection of cooling appliances catering to diverse customer needs and budgets. Here's a quick look at the various product ranges being offered by participating brands and sellers:

Refrigerators: The sale will showcase India's biggest refrigerator store with a selection of Single-Door, Side-by-Side Door, Bottom Mount, Frost Free, and Triple Door Refrigerators, among several others, with prices ranging between Rs. 9,990/- to Rs. 2,00,000/-. These refrigerators are laden with the latest technology, such as convertible modes, smart connect, in-built water dispensers and more, which will be offered at affordable price points across leading brands such as Samsung, LG, Whirlpool, Haier, Godrej, and IFB.

Air Conditioners: Under this category, a premium store will be showcased for a variety of brands for ACs where customers can choose from some of their favorite brands with prices ranging between Rs. 25,000/- to Rs. 65,000/-. Additionally, the sale will feature an extensive range of Inverter ACs tailored for different room sizes, ranging from 0.8 ton to 2 ton, with



features like Wi-Fi connectivity and energy-efficient ratings from reputable brands like LG, Voltas, Godrej, Daikin, Panasonic, and Blue Star.

Air coolers and Fans: Keeping the diverse needs of customers in mind, Flipkart will offer a vast array of choices on ceiling fans ranging from Rs 1,299/- to Rs 15,000/-. Customers can purchase energy-efficient BLDC fans at Rs 1,999/- only, along with Table, Pedestal, and Wall Fans. Moreover, a range of Air Coolers, including Personal Coolers starting at Rs 3,999/- and Desert Coolers from Rs 6,499/-, catering to various cooling needs, will be made available across a variety of brands including Voltas, Kenstar, Havells, Crompton, and Atomberg.

In an effort to make the shopping experience more rewarding, multiple exciting deals and payment constructs will be provided to shoppers. This includes a New Customer offer, Tap & Win, offer on SuperCoins and more. Customers will be able to avail varied payment options as well such as prepaid purchases using Bank cards (both Debit and Credit Cards), Down Payment, Cash on Delivery, No-cost EMI, Flipkart Pay Later EMI, among others.

Kunal Gupta, Vice President, Large Appliances at Flipkart, said, *“With the arrival of summer, there is a growing need for superior cooling appliances and upgrading existing ones. Over the last year, Flipkart has witnessed a huge spike in demand for a variety of cooling appliances with the latest technology and new features at affordable price points. The 6th edition of Super Cooling Days will offer customers a wide-range of value-based products from multiple reputed brands.”*

In addition, Flipkart Jeeves will offer convenient, reliable, and cost-effective after-sales services, including installations, ensuring a seamless experience from purchase to use. To help customers make informed decisions and make their shopping experience more engaging, features like 'View in 360', FireDrops gamification, 3D viewing, video assistance on premium selection, etc. will be available. Furthermore, customers can avail various exchange offers such as up to Rs 22,000/- off on exchanging old refrigerators, Rs. 8,000/- off on the exchange of old ACs, free uninstallation worth Rs.1000/-, and so on.

For more information and exciting offers about Flipkart's Super Cooling Days, please visit <https://www.flipkart.com/flipkart-cooling-days-store>

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.

Established in 2007, Flipkart has enabled millions of sellers, merchants, and small businesses to participate in India's digital commerce revolution. With a registered user base of more than 500 million, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, there are over 1.4 million 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 thousands of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart has pioneered services such as Cash on



Delivery, No Cost EMI, Easy Returns, and UPI. These customer-centric innovations focus on enhancing digital payment offerings for all customers while making online shopping more accessible and affordable for millions of Indians.

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