



Flipkart announces its first-ever G.O.A.T sale: offers wide selection on biggest brands, with exciting deals and savings

- *The sale will be live from **July 20 - 25, 2024**, and will provide a wide array of products including TVs, Washing Machines, and Refrigerators among others featuring some of the biggest brands*
- *Attractive deals on home appliances, free extended warranties and others will be part of this sale*
- *To make the online shopping journey more convenient and rewarding, customers can avail payment options like bank and debit/credit card offers, no-cost EMI for up to 18 months, and SuperCoins offers for 'Flipkart Plus' members*
- *For an elevated experience, one-day delivery in metros, video assistance, and a dedicated hotline service will be offered to customers for any post-purchase support*

Bengaluru, July 18, 2024: Flipkart, India's homegrown e-commerce marketplace, has announced its first-ever G.O.A.T (*Greatest of All Time*) sale, slated to take place from **July 20-25, 2024, with early access starting on July 19**. With the tagline '*G.O.A.T Bano. Bakra Nahī*', the sale will have some of the most reputed brands spanning various large appliances categories such as TVs, washing machines, refrigerators, and others laden with many attractive offers and one-day delivery on all purchases in metros. To make the shopping experience more convenient and affordable, Flipkart will offer exciting deals and ease on the exchange of any old large home appliance with enhanced savings on the new product, along with simplified payment options like offers on bank and credit/debit cards, no-cost EMI for up to 18 months, SuperCoins offers for 'Flipkart Plus' members and more. Besides large appliances, shoppers can get unmatched deals on other categories like mobiles, electronics, lifestyle products, grocery, home, and furniture.

Ahead of the festive season, the G.O.A.T sale will bring a myriad of high-end brands on a single app, including LG OLED 55" TV, Sony Bravia X74L 55" TV, with customers being able to avail free extended warranty, which covers accidental damage, in the 55 inches and above category of TVs. Additionally, premium products such as Samsung frost-free refrigerators, LG and IFB front-load washing machines among several others will be available, making it one of the most sought-after sales for consumers across the country.

Television: Catering to the diverse needs of viewers, Flipkart's premium smart TV collection during the G.O.A.T sale provides exciting offers on a wide range of screen sizes, starting from 32 inches, loaded with latest features to elevate the home viewing experience, including cinematic sound experience, 4K display Qleds, voice search and many more. Prices start at Rs. 11,499/- for 4K Qled TVs serving a perfect spectacle to all its consumers. Shoppers can get the latest LG 55" UHD TV available for just Rs. 37,999/- with additional bank offers. Moreover, on



TVs 43 inches and above, JBL speakers and subwoofers worth Rs 20,000/- will be made available at a reduced price of Rs 12,500/-.

Refrigerators and Air Conditioners: Under this category, Flipkart offers a wide array of refrigerators from top brands such as Samsung, LG, Godrej, IFB and others with prices ranging from Rs. 9,990/- to Rs. 2,00,000/-. These refrigerators are equipped with advanced technology like digital inverter, easy freezer to fridge convertible, and 360 degree cooling, to name a few. For consumers' home comfort needs, the sale features a premium AC store comprising a variety of leading brands such as Panasonic, Godrej, and Voltas among others with prices ranging from Rs. 19,999/- to Rs. 59,999/-, catering to all room sizes from 0.6 ton to 2 ton. To sweeten the deal, Flipkart is also including a free AC cleaning service worth Rs. 499/-.

Washing Machine: Shoppers can upgrade their laundry routine with Flipkart's extensive selection of washing machines available at value-based prices across top brands like LG, IFB, and others. Serving consumers' various needs from a fully automatic washing machine with a large capacity for family laundry to a compact and budget-friendly range for an apartment, this sale has it all for everyone.

Vacuum cleaners, water purifiers, and more: On other essential home appliances category, the sale will feature some of the popular brands and products such as vacuum cleaners from Ecovacs, copper water purifiers, Crompton geysers, and more to drive optimum value for consumers.

Kunal Gupta, Vice President, Large Appliances at Flipkart, said, *"As customers gear up for this festive season, we are delighted to bring the never-before-seen sale on Flipkart which has been designed to bring together multiple big brands spanning a variety of home appliances categories at affordable prices to suit the budget and requirement of every Indian consumer. Combined with several deals, enhanced savings options, affordable payment constructs, and features to elevate the seamlessness of online shopping, this sale is a step towards empowering every consumer who is looking to upgrade their homes with choices that suit them the best."*

Leveraging its technological capabilities such as video commerce, top offers will be revealed ahead of the sale, in addition to providing personalized assistance to guide consumers during their shopping journey to help them make informed buying decisions. Moreover, a dedicated hotline service will be in place to ensure consumers have a single point of contact for any post-purchase support.

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