



## Nothing Phone (3a) Series Launches On Flipkart And Customers Can Upgrade Their Old Smartphones With Guaranteed Exchange Value

- *Guaranteed Exchange Value program offers full trade-in value for eligible\* Android (2020+) and iOS (2018+) devices*
  - *Nothing Phone (3a) series will be available on Flipkart starting March 11, 2025*
- *Features a sleek transparent design, 50MP triple-camera setup, a powerful Snapdragon 7s Gen 3 chipset, a smooth 120Hz display, 12GB RAM, 256GB storage and a long-lasting 5000mAh battery*

**Bengaluru, India – March 6, 2025:** Nothing, the renowned consumer electronics brand, has announced the sale of the much-awaited Nothing Phone (3a) Series on Flipkart starting March 11, 2025. Reflecting Flipkart's unwavering commitment to making premium technology more accessible and rewarding, all customers can avail the benefits of the Guaranteed Exchange Value (GEV) program on day one of the sale by upgrading from eligible Android (2020+) and iOS (2018+) devices. Over the years, Flipkart has established itself as a trusted destination to trade in old smartphones for the latest devices at the best prices.

### How can customers upgrade via Flipkart's GEV program?

GEV ensures customers receive the best possible trade-in value for their existing smartphones while offering full exchange value without deductions based on device condition. At the time of purchase, customers can log in to Flipkart to order their Nothing Phone (3a) series.

- Enter your delivery address or pincode
- Select 'Buy with Exchange' and confirm your device (from the list of models with "No questions asked")
- The assured exchange value is auto applied and you can place your order
- And that's it! You've successfully placed your order! \*(Offer is valid only on 11 March, Day 1 of the Sale)
- At the time of doorstep delivery, there is no additional evaluation or deductions. The diagnostics app will verify your device's brand and model to ensure a smooth exchange.
- The exchange activity is facilitated at the customer's doorstep by the Flipkart wishmaster (delivery person) who will run the diagnostics app.

For more information, visit <https://www.flipkart.com/nothing-best-exchange-value-store>

#### **\*Eligible devices :**

This offer is applicable to OnePlus, Samsung, Apple & Nothing smartphone device exchanges.

Android models launched on or after 2021

Apple models launched on or after 2019

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The Nothing Phone (3a) delivers with its sleek transparent design, **50MP** triple-camera setup, and powerful **Snapdragon 7s Gen 3** chipset. It offers **8GB** RAM and **256GB** storage options, an 6.77” display with 120Hz refresh rate, and a long-lasting **5000** mAh battery with 50W fast charging. Running on Android 15 (Nothing OS 3.1), it ensures a clean, bloat-free UI. Priced at ₹19,999, the Nothing Phone (3a) embodies innovation and sophistication, making premium technology more accessible.

Speaking about upgrading to the latest Nothing device via Flipkart’s GEV program, **Smrithi Ravichandran, Vice President - Mobiles, Flipkart**, said, *“As demand for premium smartphones continues to rise, Flipkart remains committed to making cutting-edge technology more accessible through innovative affordability solutions. We are thrilled to bring the highly anticipated Nothing Phone (3a) Series to Indian consumers with an ease of upgrading their existing devices through our GEV program. This launch only strengthens Flipkart’s position as a trusted smartphone destination while enabling Nothing to expand its reach across India, delivering greater value to consumers and driving growth”*

With Flipkart’s No-cost EMI, bank offers and the Guaranteed Exchange Value program, upgrading to the Nothing Phone (3a) has never been easier. This launch sets a new benchmark for accessibility in the premium segment.

Experience the future with the Nothing Phone (3a) Series available on Flipkart starting March 11, 2025.

### **About the Flipkart Group**

The Flipkart Group is one of India’s leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Cleartrip and super.money.

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](mailto:media@flipkart.com).