



From Old to New in 40 Minutes, Flipkart Minutes Launches Instant Smartphone Exchange

- *Customers can exchange devices in any condition, including defunct smartphones*
- *The smartphone exchange program is now live in select PIN codes across Bengaluru, Delhi, and Mumbai on Flipkart Minutes*

Bengaluru - July 10, 2025: Flipkart, India's homegrown e-commerce marketplace, announced the launch of the smartphone exchange program on Flipkart Minutes, enabling customers to exchange their old smartphones and upgrade in under 40 minutes. With real-time device valuation, instant doorstep pickup, and same-day value application, this marks an industry-first for a quick commerce platform in India, within a single seamless flow. The service is now live in select PIN codes across Bengaluru, Delhi, and Mumbai, and will expand to all operational cities starting July.

With the launch of the smartphone exchange program, Flipkart Minutes becomes India's first hyperlocal platform to enable real-time smartphone exchange at scale, redefining upgrades with speed, simplicity, and sustainability at the core. The smartphone exchange program on Flipkart Minutes addresses the growing demand for faster, convenient, and sustainable smartphone upgrades. This offering is part of Flipkart's continued efforts to make the journey of exchange seamless, convenient, and reliable while promoting circular consumption through re-commerce.

How does it work?

The exchange process is fully integrated into the Flipkart Minutes app. After selecting an eligible smartphone, customers can enter basic details about their existing device and instantly view its valuation. An exchange expert is assigned and reaches the customer's doorstep within minutes. The entire process, including on-site device evaluation, pickup, and providing attractive offers on the new purchase, is completed in under 40 minutes.

Customers can exchange smartphones in any condition, including defunct devices to get an exchange value of up to 50% depending on the condition of the old device.

Kanchan Mishra, Vice President, Flipkart Minutes, commented on the campaign, *"At Flipkart, we are constantly looking for ways to make technology more accessible, convenient, and sustainable for our customers. With the launch of the smartphone exchange program on Flipkart*



Minutes, we're bringing smartphone upgrades into quick-commerce, combining instant doorstep pickup, real-time exchange value, and a trusted refurbishment pipeline. This will ensure consumers upgrade faster and easier, but also reinforces our commitment to circular consumption by giving devices a meaningful second life through Flipkart Reset."

Ashutosh Chandel, Senior Director and Business Head, ReCommerce at Flipkart, said, *"With the integration of the smartphone exchange program into Flipkart Minutes, we're making India's transition to a more sustainable future faster and simpler. By enabling near-instant, hyperlocal collection of used smartphones, including defunct devices, we significantly reduce long-haul logistics emissions and ensure each device gets a second life through responsible refurbishment or certified recycling. Our advanced diagnostics offer customers added assurance in the trade-in experience. This integrated approach delivers value to customers while fostering responsible consumption and reducing environmental impact."*

The smartphone exchange program is a step forward in Flipkart Minutes' vision to reduce e-waste and carbon emissions and bring speed and purpose together in the customer's upgrade journey. By enabling real-time exchange, hyperlocal pickup, and trusted refurbishment, Flipkart is making smartphone upgrades simpler for customers while supporting responsible consumption. As a customer-first organisation, Flipkart aims to deliver innovations that not only offer convenience but also create long-term, sustainable impact.

HOW IT WORKS: THE SMARTPHONE EXCHANGE PROGRAM ON FLIPKART MINUTES

- Go to the product page of the new smartphone you want to buy
- Scroll below to find Exchange widget and click on check price
- Select your old phone's brand and model
- Select device condition and you will see the expected price of your phone basis the condition of your device
- Confirm Exchange & Place an order for your phone

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