

Press release

For Immediate Release

Flipkart launches Moto G in an exclusive partnership with Motorola in India

Bangalore: Flipkart Internet Pvt. Ltd, India's largest e-commerce marketplace and Motorola Mobility today announced the launch of Moto G in India. The much awaited device will be available to consumers in India exclusively through Flipkart.com

(www.flipkart.com) from 6th February, 2014

Sachin Bansal, Co-founder and CEO, Flipkart.com says "This exclusive partnership with Motorola Mobility is in continuation of our commitment to bring the very best in selection and service to our customers. For the first time a global brand has tied up with an exclusive online partner in India. The power of Motorola and Flipkart now brings this exceptional phone at an exceptional price to our customers."

Moto G, priced for the Indian market at **Rs. 12,499 (8 GB) and Rs. 13,999 (16 GB)**, offers a premium smartphone experience that comes for a third of the price of the current high-end phones and includes:

- A brilliant 4.5-inch HD display - the sharpest in its class - that goes edge-to-edge so you can enjoy movies, photos, video chats and more.
- The newest Qualcomm® Snapdragon™ 400 processor featuring a quad-core CPU for seamless multitasking and enjoying the web, videos and games, with all-day battery life.
- Android 4.3 Jellybean, the most up to date Android of any phone in its class, with a guaranteed upgrade to Android 4.4 KitKat just weeks after launch.
- Stylish design with a comfortable curved back and interchangeable coloured back covers
- Dual SIM support gives you the option to choose your network.
- Protected with the latest Corning Gorilla Glass and water-repellent nano-coating inside and out

People all around the world want to be a part of the mobile Internet so they can access the world's information, share, and connect with the things that matter to them. But value-conscious customers who don't want to pay a lot of money for a high-end smartphone usually have two options. The first is to buy inexpensive, new smartphones made with technology that doesn't do justice to modern apps and experiences like navigation, video chat and games. The second is to buy "low cost" versions of premium products that were released a few years ago and are thus already obsolete.

Magnus Ahlqvist, GM of EMEA and Asia Pac, Motorola Mobility **commented –“We think**

everybody deserves to experience mobile Internet at its best, and price shouldn't stand in the way of anyone owning a technologically advanced smartphone. Moto G promises its users a best-in-class mobile experience at an unbelievable price and we couldn't think of a better launch partner than Flipkart.com, India's largest e-commerce marketplace and a leader in smartphone sales in India."

The Indian e-commerce market grew by 88% in 2013 and stands at \$ 16 billion today. E-commerce is definitely poised to emerge as the preferred mode of shopping for Indian Internet users - and Flipkart, with 1 crore registered users, daily visitors of more than 10 lakhs and a million monthly shipments to over 100 Indian cities is at the forefront of this change. In fact, this launch re-emphasizes the mainstream status that Flipkart and e-commerce has achieved in this country.

About Motorola Mobility

Motorola Mobility, owned by Google, creates smartphones, tablets and wireless accessories that simplify, connect and enrich people's lives. For more information visit motorola.com/mobility.

Certain features, services and applications are network dependent and may not be available in all areas; additional terms, conditions and/or charges may apply. All features, functionality and other product specifications are subject to change without notice or obligation. Contact your service provider for details.

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About Flipkart:

Flipkart.com is the largest e-commerce marketplace in India and has been operational since 2007. Today it offers products across 20+ categories along with a slew of innovative features.

- Registered users – 1 crore
- Daily visitors – more than 10 lakhs
- Number of people who visited Flipkart last year > the population of the top 10 cities in the country
- Peak items shipped in a day - 1.3 lakhs (this is 4000 items shipped / hour)
- Technology has enabled 10 lakh shipments in a month
- Sellers on marketplace – close to 1000
- Team strength – 10,000

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