

Press release

Flipkart and Karbonn launch World's most affordable smartphones

Range of smartphones have been developed exclusively for Flipkart

July 1, 2014 - Flipkart, India's largest e-commerce marketplace today launched an exclusive range of budget smartphones created by Karbonn starting at Rs. 2699.

This dual-sim smartphone series is the first of its kind in this price range supported by Android Jelly Bean and KitKat operating systems.

Available in both white and black, Karbonn Smart A52+, Karbonn Smart A12*, Karbonn Smart A11* and Karbonn Smart A50S have been designed to offer a great mobile experience to all Indians.

Commenting on this exclusive launch, **Kalyan Krishnamurthy, SVP - Retail at Flipkart** said, "It is our continuous endeavour to make technology available easily and at affordable prices to the greater masses of India. In this digital age, we believe every Indian should have access to a smartphone. These Karbonn phones that have been made exclusively for Flipkart customers are a step in that direction."

Customers can order these phones online on www.flipkart.com and cash-on-delivery is available for these orders

Flipkart and Karbonn Smartphone features:

Model	Screen	SIM	Processor	OS	Camera	2 G / 3G	RAM	ROM	Battery	Price
Karbonn Smart A50S	3.5 inch	Dual	1.2 Ghz Dual Core	Android 4.2.2 (Jelly Bean)	+ 2 MP Back Camera + Digital Front Camera	2G	256 MB	2 GB	1100 mah	2699
Karbonn Smart A52+	3.5 inch	Dual	1.2 Ghz Dual Core	Android 4.2.2 (Jelly Bean)	2 MP Back Camera + Digital Front Camera	2G	512 MB	4 GB	1300 mah	3099

Karbon Smart A12*	4 inch	Dual	1.2 Ghz Dual Core	Android 4.4.2 (Kit Kat)	5 MP Back Camera + Digital Front Camera	3G	512 MB	4 GB	1400 mah	4099
Karbon Smart A11*	4.3 inch	Dual	1.2 Ghz Dual Core	Android 4.4.2 (Kit Kat)	5 MP Back Camera + Digital Front Camera	3G	512 MB	4 GB	1400 mah	4499

About Flipkart

Launched in October 2007, Flipkart.com is India's leading e-commerce marketplace offering over 15 million products across 70+ categories. We are preferred partners for global brands like Motorola, Sony, Philips, HP, Intel and Microsoft.

Products are available for cash on delivery, with 30 day replacement policies, original warranties and easy EMI systems.

- Registered users - 18 million
- Daily visits - 3.5 million
- Technology enables 5 million shipments/month
- Team strength - 13,000

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