

Karbonn Accessories partners with Flipkart for expanding its online presence

~ Karbonn's power bank range debuts on Flipkart.com~

~ Launches Karbonn 4,000mAh Polymer Power Bank exclusively on Flipkart~

New Delhi, November 9th, 2015: Bolstering its online sales channel, Karbonn Accessories, the mobile auxiliaries division of Karbonn Mobiles, partners with Flipkart. As part of the association, Karbonn's Polymer 4 Power Bank would be available exclusively on the eCommerce platform. Karbonn's next generation Lithium Polymer 5,000mAh Power bank and 10,000mAh power bank, which is India's first multipower bank, would also be available on Flipkart offering easy purchase options to customers. Karbonn would also offer six months warranty on all its Power Banks to Flipkart customers.

Commenting on the launch, Mr. Shashin Devsare, Executive Director, Karbonn said, *"The increasing mobile adoption in India has given an impetus to the demand for mobile accessories which is further expected to grow reflecting the 50% YoY increase in Smartphone penetration in India. Karbonn launched its mobile accessories vertical early this year with an aim to fill the void for technologically superior yet affordable mobile auxiliaries in India. The vertical has exhibited phenomenal growth within a span of few months encouraging us to further strengthen our online presence for the accessories business. Online shopping has grown significantly in the past two years with tier II and tier III towns contributing significantly to its growth. The partnership with Flipkart is aimed at complementing our strong offline distribution network by strengthening our online presence to give diverse buying options to our customers. We are highly optimistic about the growth of Karbonn's accessories vertical and expect it to touch 100 crores by the end of FY 2015-2016"*

Speaking on the launch, Adarsh K Menon, Vice President, Electronics, Flipkart, said, *"Consumer demand for power banks has exploded over the past year. With a 60% growth, power banks are currently the fastest growing mobile accessory category on Flipkart. We are excited about launching Karbonn's Lithium Polymer series of power banks. This range of slim and light power banks by Karbonn gives our consumers access to the latest technology and widens the choice and assortment that we offer them."*

Karbonn Lithium Polymer Power Banks are BI certified and are equipped with the most advanced Lithium Polymer battery making them safe and compact offering high power density for uniform charging. The newest addition to Karbonn's Accessories portfolio- the 4,000mAh Polymer 4 Bank would be exclusively available on Flipkart at a value for money price point of INR 649. It is available in six elegant colour variants including – Blue, Green, Yellow, Rose Pink, Black and white. The lightweight Polymer 4 Power Bank is extremely stylish and comes with an LED light to indicate charging status.

Editor's Note

Karbonn Power Bank Range

Karbonn Accessories portfolio include the next generation Lithium- Polymer power banks which are safe, light and compact and have high power density which ensures uniform charging. The devices launched early this year, are available in three power variants including 5,000mAh, 7,000mAh and 10,000mAh and are touch enabled for convenient usage. The stylishly designed



devices are extremely lightweight with an elegant matte finish and are fitted with intelligent IC for efficient load fluctuation management. The 7,000mAh and 10,000mAh power banks introduced by Karbonn are equipped with dual charging ports for charging more than one mobile device and LED indicators for capacity status. The 10,000mAh power bank, which is India's first multipower bank, is a multi-functional device fitted with an LED torch for illumination which also doubles up as a TF card reader and has dual charging ports with a sleek LCD display for indicating power capacity.

About Karbonn:

Karbonn is an Indian Smartphone brand that offers a range of user-centric Smart devices to complement the modern consumer's daily needs. Committed to Simplifying Technology, Karbonn has made inroads in the market with a combination of affordable yet innovative devices. Karbonn has a presence across India with over 85,000+ retail partners and 900+ service centres. Internationally, Karbonn is present in 40 countries across Africa, South and Southeast Asia, CIS, Eastern Europe and Middle East. Karbonn has been recognized among the Top 5 Most Trusted mobile brands in India by Brand Trust Report 2015. For More Information on Karbonn, please connect via [Website](#) / [Facebook](#) / [Twitter](#)

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