

Flipkart launches its first tablet - Digiflip Pro XT712

A quality tablet with high end specifications at an unmatched value

26th June, New Delhi - Flipkart, India's largest e-commerce marketplace has launched the **Digiflip Pro XT712** tablet under its private brand, Digiflip Pro.

Available in both black and white variants*, the XT712 will be the first tablet in the Digiflip Pro series. Priced at Rs 9999, this is the only tablet in the market to offer high-end features at such an affordable price. The tablet also comes with shopping benefits worth over Rs. 5000 and free eBooks worth over Rs. 2000 from Flipkart. Customers can avail of these benefits by shopping from the Flipkart mobile apps that come pre-installed on the tablet.

The after sales service for Digiflip Pro tablets will be handled through a network of over 120 service centres in 100+ cities. Additionally, customers in 13 cities including Delhi, Mumbai, Bangalore, Chennai, Kolkata and Hyderabad can avail of priority 24-hour service by visiting any of the 22 priority centres we have partnered with in these cities. Along with a hassle free service assurance, Digiflip Pro tablets also come with the usual Flipkart benefits like COD and a 30 day replacement policy.

Digiflip Pro XT712: Highlights

- Best display in its class - 1280 x 800p HD resolution with IPS display
- Fastest processor in its class - 1.3GHz Quad Core Cortex A7 processor. This coupled with 1GB DDR3 RAM churns out some serious performance
- The most compact 7" tablet that fits beautifully in one's hand and it is the lightest in its class at 285 grams only
- Dual SIM 3G calling feature that caters to customers' needs of access to faster data connectivity, voice calling along with the flexibility of using two SIM cards
- A beautiful and sturdy metallic body that keeps things stylish and durable

Commenting on the launch, **Michael Adnani, VP - Retail & Head - Brand Alliances, Flipkart** says - "We are the first e-commerce marketplace in India to launch our own device through Digiflip Pro. With this, we have taken another step in our goal towards building an entire e-commerce ecosystem in India. With one of the largest user bases in the country, we have access to unparalleled data that allows us to predict what kind of products and services will work well in the market. And this has helped us come out with a tablet like Digiflip Pro XT712 that offers high end specifications at an unheard of price point in India thus delivering great value to our customers."

**white version to be launched shortly*



About Flipkart

Launched in October 2007, Flipkart.com is India's leading e-commerce marketplace offering over 15 million products across 70+ categories.

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

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