

**BPL Limited**

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To,

3<sup>rd</sup> May 2017

The Manager - Listing, Corporate Relationship Department BSE Limited 25 <sup>th</sup> Floor, Phiroze Jeejebhoy Towers Dalal Street, Mumbai - 400 001	The Manager - Listing, National Stock Exchange of India Limited, Exchange Plaza, 5 <sup>th</sup> Floor, Plot No. C/1, G Block, Bandra-Kurla Complex, Bandra (East), Mumbai - 400 051
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Dear Sir/Madam,

**Sub: Press Release**

We forward herewith a copy of the 'Press Release' titled "Amazon welcomes BPL as an exclusive partner" which will be published shortly.

Please take the same on record.

Thank you,

Very truly yours,

for **BPL LIMITED****Chitra. M.A****Company Secretary**

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## Amazon welcomes BPL as an exclusive partner

New product range of TVs, ACs and Washing Machines to be available only on Amazon.in

**Bengaluru, 4<sup>th</sup> May 2017:** Expanding its selection further, Amazon.in today welcomed brand BPL to its consumer durables and appliances portfolio. BPL will now sell its complete portfolio of televisions and appliances exclusively on Amazon.in. The two companies will partner to provide customers across India a trusted and convenient way to shop for BPL's growing product range of Televisions (TVs), Air-Conditioners (ACs) and Washing Machines.

BPL premieres on Amazon.in just in time for the Great Indian Festival scheduled for May 11<sup>th</sup> to May 14<sup>th</sup>. The Great Indian Festival is a much awaited event with thousands of customers visiting Amazon.in for the best deals across categories and especially for appliances. During the Great Indian sale customers can expect exciting deals and a range of new products from BPL.

**Ajit Nambiar, Chairman and Managing director, BPL Limited said** "We are delighted to partner with Amazon.in with the aim to grow our brand presence and expand our reach in the country. The partnership ensures that more customers can now buy our products and benefit from the trusted and convenient shopping experience that Amazon offers. We hope to continue on our journey of bringing products that are pivotal on innovation and quality and benefit from Amazon's rich experience in understanding how customers shop online."

Commenting on the partnership **Manish Tiwary, Vice President, Category Management, Amazon India** said "We are thrilled to be the partner of choice for one of the most admired Indian Brands - BPL. We are witnessing huge customer demand for appliances such as ACs, TVs & washing machines especially given the summer. We are committed to our partnership with BPL and will work together with the aim to give customers unique products combined with a delightful online shopping experience."

To ensure a seamless experience for customers, Amazon.in also offers installation services for TVs, ACs and Washing Machines in over 10 cities. To make it more affordable, customers also have the option of interest free EMI solutions and exchange offers on select products.

Amazon.in recently set up 9 dedicated fulfilment centres for heavy & bulky items and 35 delivery stations to match the demand for large appliances such as ACs, refrigerators and televisions

BPL Products that will be available exclusively on Amazon.in include

- **Televisions** - 24" HD Ready, 32" HD Ready, 40" Full HD (FHD). New models – 43" Full HD, 50" FHD, 55" FHD.
- **Washing Machines** - 6.2kg Semi-Automatic Top Load, 6.5kg Semi-Automatic Top Load, 7.2kg Semi-Automatic Top Load, 7.2kg Fully Automatic Top Load, 6.5kg Fully Automatic Front Load, 7.5kg Fully Automatic Front Load
- **Air Conditioners** - 1 Ton 3 Star, 1 Ton 5 Star, 1.5 Ton 3 Star, 1.5 Ton 5 Star





Consumers on [www.amazon.in](http://www.amazon.in) and the Amazon mobile shopping app have an easy and convenient access to 100 million products across hundreds of categories. They benefit from a safe and secure ordering experience, convenient electronic payments, Cash on Delivery, Amazon's 24x7 customer service support, and a globally recognized and comprehensive 100% purchase protection provided by Amazon's A-to-Z Guarantee. They can also enjoy Amazon.in's guaranteed next-day, two day delivery, Sunday and Morning delivery on products fulfilled by Amazon.

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**About Amazon.in**

The [Amazon.in](http://Amazon.in) marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). [Amazon.in](http://Amazon.in) seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce platform.

**About BPL**

BPL is one of the leading consumer durables brands in India. BPL today integrates innovation, superior customer service and top of the line product quality to ensure a delightful customer experience. A trusted brand for over 50 years in the Indian market, with more than 18 million happy customers, it is easily one of India's most admired brands. With BPL's extensive experience in the industry, the brand brings a range of new consumer products that match the Indian millennial's lifestyle, aspirations and needs.

