



## Amazon Smart Plug Now in India

September 16, 2020

- Make your existing appliances smarter with Amazon Smart Plug. Plug in, open the Alexa app, and start using voice to control your appliances like lights, table fans, night lamps, TVs
- Bundle it with your Echo device to discover the convenience of hands free voice control. Just say, “*Alexa turn on my night lamp*”
- Designed for India – supports 6A socket and handles power outages smoothly
- Priced at ₹1999, the Amazon Smart Plug is available today on [Amazon.in](https://www.amazon.in)

**Bangalore, September 16, 2020:** Amazon today announced the launch of its smart plug that works with Alexa and helps customers instantly add voice control to their existing range of appliances\*, such as lamps, table fans, electric kettle, room coolers, televisions, mobile chargers, air-purifiers, sound bars etc. With the Amazon Smart Plug, customers can add smart control to their existing appliances by pairing the smart plug with a compatible Alexa device (like Echo smart speakers) for hands free voice control.

*“Setting up and controlling smart home should not require technology savviness. Customers in India are increasingly experimenting with home automation and we want them to have simple yet affordable solutions to make their existing appliances smart using Alexa.”* said **Parag Gupta, Head of Amazon Devices, India.** *“With Amazon Smart Plug, customers can add smart voice control to any appliance without the need to upgrade it”.*

### Frustration-free setup with Alexa app

Setting up the Amazon Smart Plug is extremely simple – just plug into an electrical socket and setup using the Alexa app within minutes. Once connected, customers can ask Alexa on any Echo, Fire TV or Alexa built-in device or the Alexa app to turn on/off the power. For instance, just ask, “*Alexa, turn off the fan*” or “*Alexa, turn on mosquito repellent*”.

### Designed for Indian customers

With its 3-pin Indian socket design, 6A power rating and a state retention feature, the Amazon Smart Plug is designed for Indian customers. The state retention feature ensures that appliances go back to their last state (on/off) in case of power outage and resumption.

### Make the experience more convenient with Alexa routines

Customers can create customized routines on their Alexa app to automate their day-to-day activities. For example, customers can schedule to turn off their night lamp at sunrise and turn on their electric kettle in the kitchen without moving a finger. Or they can create a schedule to turn on air-purifier intermittently through the day. Or, this holiday season, connect the festival lights to Amazon Smart Plug and set up an Alexa schedule to turn them on every evening. Go to the settings on your Alexa app, select the routines options and follow the steps to set up an Alexa routine.

### Control devices while away

With the Amazon Smart Plug, customers can control their connected appliances even when they're not next to their appliances by using the Alexa app. For example, turn on the aquarium filter while not at home, or turn off the TV remotely while being in back to back meetings to regulate kids' TV time.

### Price and Availability

Priced at ₹1999, the Amazon Smart Plug can be ordered on [Amazon.in](https://www.amazon.in) today. It is also available across Amazon kiosks in Mumbai and Bangalore as well as in select Croma and Reliance Digital outlets. Amazon Smart Plug is available for just ₹999 when purchased as part of the bundle with Echo Dot.

\*Amazon Smart Plug can control compatible home appliances that have a physical power on/off switch. This product does not support heavy appliances such as AC, geysers, water pumps, or heaters.

### About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, personalised recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire TV Stick, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit [aboutamazon.in](https://aboutamazon.in) and follow [@AmazonNews\\_IN](https://twitter.com/AmazonNews_IN).

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