

SNAPDEAL.COM TIES UP WITH TATA POWER SOLAR TO OFFER SOLAR POWERED PRODUCTS

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Updated E-commerce roundup: Microsoft, Jabong, Flipkart & Snapdeal

By Vivek Pai on Oct 21st, 2014 | [Post a Comment](#)[Email](#)[Anonymous Tip Off](#)[Like](#) 7[G+](#) 2[Tweet](#) 17[Share](#) 17[Read It Later](#)

Microsoft to launch online store in India

Microsoft is planning to launch an e-commerce website in India as early as next month, a source working on the project told the [Economic Times](#).



Currently, the company's software products can be purchased via its [International website](#) in India, although hardware products still have to be sourced from other places, something the company is trying to change.

Interestingly, Microsoft India did have an online store before, which was [hacked](#) by a Chinese group identified as Evil Shadow, back in February 2012. The website was then down for maintenance till early 2013, after which the company started redirecting its Indian users to the International website, which offers only software.

Jabong partners with fashion jewellery maker Swarovski

Online fashion store [Jabong.com](#) entered into a partnership with cut crystal and fashion jewellery maker [Swarovski](#), to launch a special edition of



'Create Your Style' jewellery kits designed for women, via its website. As of now, Jabong lists over 50 jewellery items from Swarovski, including pendants, necklaces, earrings and bangles and bracelets, priced between Rs 1500 and Rs 6000.

Jabong had previously tied up with fashion brands like River Island and Miss Selfridge for its online customers. The company had also [partnered](#) Alia Bhatt to launch an apparel line focused on young girls called 'Alia Bhatt for Jabong'.

Flipkart partners VU to launch Android-based TV

E-commerce marketplace [Flipkart](#) has launched the VU 32" Android LED TV in an exclusive partnership with the California-based TV maker VU. The TV, which is powered by Android, is **currently** priced at Rs 24,990 with an MRP of Rs 28,000.



The HD Ready 1366*768 pixel TV features an ARM cortex A9 processor, an octacore ARM Mail-450 GPU, 2GB of RAM, 8GB of flash memory and is preloaded with Android 4.4.2 KitKat. As for connectivity, the TV has 2 HDMI 1.4b ports, 802.11 b/gn Wi-Fi connectivity, bluetooth, an ethernet port and optical digital audio outputs. The TV also comes preloaded with various apps like Skype, Facebook, Miracast and Youtube and can be controlled via an Android phone or tablet.. As the TV runs on Android users can also download their own apps via the Google Play marketplace.

Snapdeal partners Tata Power Solar for solar powered products

Online marketplace [Snapdeal.com](#) has entered into a strategic partnership with [Tata Power Solar](#), to provide a variety of solar powered products over its website including solar lighting systems, back-up system, solar retrofit systems and solar water heaters.



According to Snapdeal, each product will be described in detail to enable customers to make informed choices, while payments can be made via EMI or cash on delivery. As of now, 12 Tata solar products are listed on Snapdeal's [website](#). The price range of the products currently range between Rs 700 for a 5 lumen solar lamp to Rs 1,86,900 for a solar inverter.