



Flipkart's 2GUD Expands Offerings to Customers, Forays into Unbranded Market

- In addition to refurbished, 2GUD to expand to 150+ categories
- Taking the position- "Desh ka Style Bazaar", 2GUD will cater to consumers seeking style at value

National, August 21 2019: Flipkart, India's leading e-commerce marketplace, today announced that its independent value platform 2GUD has expanded its category offerings to cater to the style conscious Indians who are looking for value. Targeted at tier 2 and tier 3 markets, the platform plans to evolve from a refurbished-only platform to a complete customer offering with categories such as affordable fashion, accessories and home. As part of a larger strategy to expand the benefits of e-commerce to the next 200 million customers, 2GUD, that is present across 40+ categories, will now expand to 150+ categories.

With this announcement, 2GUD is focusing on making the latest trends across fashion, home, **decor, kids** and other categories affordable for the Indian consumer. Within months of its launch last August, 2GUD became the country's top platform in the previously fragmented refurbished space and will continue to maintain its strong presence in this category. The recently added product categories will be brand new products and not used or second hand goods. The platform will run as a pure play marketplace with the USP 'Desh Ka Style Bazaar'.

Commenting on this, **Chanakya Gupta, Head of 2GUD at Flipkart, said,** "2GUD was launched last year as an independent platform targeting the hyper value conscious customers beyond metros and Tier 1 towns. These customers look to maximize value without compromising on aspirations. The refurbished devices category was one way we could achieve this and branching out into more categories is another way for customers to buy into value offerings which will help them upgrade their style quotient. Apart from refurbished products, 2GUD will now additionally focus on a large segment of unbranded or lesser known brands in home, fashion and accessories space with emphasis on style and quality. This move will help us contribute to Flipkart's larger vision of bringing the next 200 million Indians into the e-commerce fold."

2GUD will start off with over 100+ sellers by the end of August and aims to expand as the platform grows. Recently, 2GUD upgraded its m-site, making it available as a mobile app and desktop site as it looks to cater to the larger set of audience and shoppers. Currently, 2GUD caters to almost a million customers from over 3,000 towns with around 60-65% of the orders coming from tier 2 and tier 3 markets.

About Flipkart

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Jabong, and PhonePe. Launched in 2007, Flipkart has enabled millions of consumers, sellers, merchants and small businesses to be a part of India's e-commerce revolution. With a registered customer base of over 150 million, offering over 80 million products across 80+ categories, Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations that have made online shopping more accessible and affordable for

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millions of Indians. Together with Myntra and Jabong, which hold prominent positions in the online fashion market, and PhonePe, India's fastest growing digital payments platform, the Flipkart Group is steering the transformation of commerce in India through technology.

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