



Flipkart collaborates with India's top 100+ fashion brands and widest seller network for The Big Billion Days 2019

~ Unveils a host of anticipated launches prior to the festive season

~ Has truly democratized fashion for Bharat, with something special for every consumer

Top fashion picks to look out for this BBD

- Global brands including Under Armour, GAP, Marks and Spencer, Simon Carter London
- Seven by MS Dhoni – Signed tee shirts by Dhoni
- ONLY Ananya Pandey Collection
- Flying Machine's Lightest women's denim in the world
- Attitude by Gayle Signature Collection - line of tees signed by Chris Gayle
- Imaara footwear collection by Jacqueline Fernandes
- Ethnics by Khadi Gramudyog (online launch of Khadi collection by Raymond)
- Varun Dhawan X Fossil watch, launch of Flying Machine watches
- Special line of Polo tee shirts created in collaboration with USPA
- Babychakra X Miss & Chief baby starter pack
- Marvel glow in the dark flip flops

September 24, 2019, Bengaluru: This year, Flipkart Fashion is gearing up for the biggest edition of The Big Billion Days, with the best offering for consumers across India - from metros to tier 2 cities and beyond. In partnership with 100+ leading brands and the widest seller network in India, Flipkart will unveil a wide range of styles in the fashion category alone. From apparel to accessories like bags, sunglasses, perfumes to footwear, the offerings cover a wide gamut of products for men, women and kids across different age groups. As part of this year's The Big Billion Days exciting new offerings, *limited-edition products and collectibles* will be launched to cater to the needs of consumers across the country.

Consumers are increasingly becoming fashion conscious and trend-aware and Flipkart continues to be a key driver in transforming India's fashion quotient. To reach a larger customer base and widen the brand's presence in Tier II and Tier III cities, Flipkart recently introduced 'Hindi' interface on its platform to engage the next 200 million customers. Ahead of this festive season, Flipkart has also brought on board 27,000 kiranas across 700 cities to enhance its pan-India supply chain, thus ensuring customers all over the country have access to the latest styles and offerings.

Speaking about Flipkart Fashion's range of products being unveiled for The Big Billion Days, **Dev Iyer, Vice President - Flipkart Fashion** says, "Every year, The Big Billion Days marks the beginning of India's festive



season and we set out to deliver the latest fashion and trends to our consumers all over the country. This year, we have further strengthened our partnerships and will launch a range of curated products developed in collaboration with 100+ leading fashion brands and the widest seller network, giving consumers access to the best collections under one roof between September 29th to October 4th, 2019. From Ananya Pandey's ONLY special collection, Imaara footwear by Jacqueline Fernandes, Flying Machine's Lightest women's denim in the world to Raymond Khadi collection, there is something special available for every consumer. With these offerings, we will continue to offer a unique shopping experience to every customer who visits our platform."

Since the launch of Flipkart Fashion in 2012, the brand has made fashion accessible and affordable for India by delivering a range of brands and latest styles at various price points to peoples' doorsteps. Around 20,000 new styles are added every month, which guarantees the availability of the latest styles and trends on the platform.

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 around 160 million, offering over 150 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 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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