



Flipkart's 2GUD and MINISO India announce strategic partnership ahead of the festive season

- Move further expands MINISO's online presence; enabling it to tap 2GUD's million-plus customer base in India
- Will offer 60 products initially with plans to expand selection later

Bengaluru, 16 September 2019: Flipkart, India's leading e-commerce marketplace, today announced a strategic partnership between 2GUD, its independent value platform and MINISO India, a leading Japanese designer brand for intelligent consumer products, ahead of the upcoming festive season. The agreement offers 2GUD online distribution rights for MINISO's products in India effective from the end of September 2019. MINISO's e-commerce partnership with 2GUD will enable the brand to reach 2GUD's million-plus consumer base across the country.

Through this partnership, MINISO India plans to bring their merchandise ranging from household and consumer goods and other non-durables to the 2GUD platform, with an initial strategy of going live with 60 curated products and scaling up the selection over the next few months. The partnership will allow MINISO to extend its reach beyond its existing brick-and-mortar stores, into Tier-2 and Tier-3 cities, where there is an increasing demand for international products, fueled by global trends. Recent industry reports suggest that consumers in these markets are not only keen on upgrading to better and more stylish products, but are also seeking a strong value for money proposition.

*Commenting on the partnership, **Chanakya Gupta, Head of 2GUD**, said, "2GUD caters to hyper-value-conscious customers beyond metros and Tier-1 cities, while keeping in mind the growing aspirations of the next 200 million customers online. We have customers coming from more than 3000 cities in the country who are seeking to maximize value without compromising on quality, and MINISO's products fit that proposition perfectly. We are excited about the future of this partnership and will continue to work with MINISO to deliver the best style and value proposition to our customers."*

***Tyrone Li - India Head of MINISO**, said, "The MINISO brand is based on the tenet of bringing high quality goods to its audience at competitive prices with a focus on a weekly upgradation of product categories. We are committed to creating the best shopping experience for our consumers online as we do offline. We believe this collaboration with 2GUD will help us strengthen our resolve and achieve this goal on a large scale. We are perfectly aligned with 2GUD in our focus to offer trendy, high-quality products at value for money price points- and we believe the partnership will enable us to achieve faster growth in a market that has a lot of potential."*



2GUD

Launched in August 2018, 2GUD is India's leading independent value platform, offering hyper value, affordable selection to customers in new categories. 2GUD recently expanded its products portfolio to more than 150 categories. 2GUD operates as an online marketplace with the unique selling proposition 'Desh Ka Style Bazaar'.

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 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.

About MINISO

MINISO, a Japan-based designer brand, was co-founded by Japanese designer Mr. Miyake Junya and Chinese young entrepreneur Mr. Ye Guofu in Tokyo, Japan, with the former serving as chief designer.

Sticking to the life philosophy of "simplicity, nature and good quality" and the brand proposition of "returning to nature", MINISO focuses on life supplies with aesthetic beauty. With the core values of excellent product design, high cost performance and comfortable shopping experience, MINISO has gained popularity among consumers, which sets the personalized consumption trend in the household market.

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