



Flipkart celebrates The Big Billion Days with the biggest celebrities in the country, mirroring consumer excitement

~ Amitabh Bachchan, Deepika Padukone, Alia Bhatt, Virat Kohli, MS Dhoni, Dulquer Salman, Mahesh Babu and Puneeth Rajkumar are in never-before-seen avatars for the campaign



Bangalore, 19 September, 2019: Flipkart, India's leading e-commerce marketplace, has unveiled its star-studded advertising campaign ahead of the much-awaited Big Billion Days. Said to be the biggest event till date, Flipkart has collaborated with celebrities and influencers across the spectrum to reach out to and engage with a diverse set of consumers. Donning the hats of a policeman, journalist, politician and the likes, India's most-loved celebrities Amitabh Bachchan, Deepika Padukone, Alia Bhatt, Virat Kohli, MS Dhoni, Dulquer Salman, Mahesh Babu and Puneeth Rajkumar will be seen in engaging avatars that consumers can completely relate to.

In a series of ads across television, radio and digital platforms, some of India's most-loved celebrities will bring alive the central theme of India preparing for *The Big Billion Days*. Across platforms, the campaign, conceived by Lowe Lintas, will reach out to over 300 million consumers in over 100 cities through 100+ television commercials, 3 million digital assets and strategic collaborations with various digital platforms. To take the celebrity engagements a notch higher, Flipkart has also collaborated with hip hop icon *Badshah*, to create an exclusive anthem, which will be available to listeners across leading music channels and platforms.

Speaking about this unique campaign, **Vikas Gupta, Vice President and Head of Marketing at Flipkart**, said, "As a homegrown company, we understand the pulse of India's diverse consumers and aim to engage with them at every touch point, thereby building an ecosystem. With an integrated and inclusive approach to our latest campaign, we are collaborating with a special set of celebrities and influencers, who we believe will drive more people to our platform and enable them to experience *The Big Billion Days*. Each celebrity will be seen in a unique avatar which we believe will connect well with our consumers across the country, as we bring Bharat and India closer this festive season."

Sagar Kapoor, Chief Creative Officer, Lowe Lintas said, "For this year's shopping carnival, *Big Billion Days*, we used celebrities in a different manner. They are all protagonists in their respective stories who are so excited about the sale that they are all preparing for it well in advance. It's a humorous take where they are mirroring the excitement of the consumer that this online shopping event creates in the country."

To support its goal of driving and sustaining more users this festive season, Flipkart has recently introduced a simplified Hindi user interface, a unique rewards system, credit-backed payments system and also offers the widest selection of brands and products across categories. Since its inception in 2014, Big Billion Days has revolutionized the way Indians shop.



Links to the ads: **[film 1](#)**, **[film 2](#)** and **[film 3](#)**.

- Creative agency: Lowe Lintas
- Agency team: Hari Krishnan, Anand Narayan
- Creative team: Sagar Kapoor, Kapil Mishra, Jigisha Dalal, Arpan Bhattacharyya, Swapna Patkar
- Account management: Bhupender Agarwal, Arunabho Sen, Udisha P Singh, Sakhi Ray, Shiksha Sinha
- Planning: Ravi Ramanujan
- DoP: Anil Mehta
- Production House: Ramesh Deo Production
- Director: Abhinay Deo

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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