



Flipkart strengthens focus on its flights offering

~ Launches an enhanced native experience in partnership with ixigo

Bangalore, 26 August 2019: Flipkart, India's leading eCommerce marketplace, is further strengthening its travel offering by introducing an enhanced native experience in partnership with **ixigo**, India's #1 mobile travel platform. With an aim to provide simplified access to quality airfare, Flipkart and ixigo have come together to solve for an ever-growing consumer demand and have built a product that is *India-first*. The flight offering from Flipkart now includes an industry-first SuperCoins redemption for flight bookings.

Air travel is growing rapidly across tier 2 cities, owing to the government's ambitious UDAN initiative. Over the past one year, Flipkart has witnessed more than 50 million searches for travel alone on its platform, with close to 50% of those queries from tier 2 and 3 cities. This presents a vast opportunity to solve for these consumers in a meaningful way, by building an ecosystem of services that can make their experience better.

As more people gain access to air travel facilities, it is important that they are given the right platform to make the best choices. Flipkart's latest travel offering covers the entire spectrum of airlines globally, while enabling users to book flight tickets for all domestic and international routes. Customer loyalty is integral to Flipkart and towards the end of August 2019, it will introduce a first-of-its-kind rewards integration where customers can redeem their *SuperCoins* earned on Flipkart against the full price of their flight ticket. Flipkart has designed its travel interface with tier 2 & 3 city customers in mind, and will be focussing on empowering the next 100 million customers online, who primarily use offline options to book their travel, by offering them a seamless experience online.

Speaking about Flipkart's enhanced native travel experience, **Prakash Sikaria, Vice President, Growth & Monetization at Flipkart** said, *"AirTravel is a growing category online, especially across tier 2 cities, and we have seen a 10X growth since we ventured into the travel category in a limited manner last year. We are deepening our commitment by enhancing the user experience with our new launch and have collaborated with ixigo to create a best-in-class travel experience for our customers. We are also excited about the SuperCoins redemption as it will unlock unparalleled value for Indian customers, making Flipkart the most affordable destination for air travel bookings."*

Announcing the partnership, **Aloke Bajpai, Co-Founder & CEO of ixigo** said, *"We are excited to partner with Flipkart, the leading eCommerce player in India. ixigo and Flipkart both share a common vision of driving faster growth in the next billion users segment hailing from tier 2, 3 & 4 cities, and growing the online travel market in India through deeper collaboration. We are building upon our decade-long domain experience in meta-search to enable the most competitive inventory and pricing to be offered to Flipkart customers. We look forward to co-creating the best travel booking experience globally on any e-commerce platform!"*



Flipkart's native travel experience is now available to all customers on the Flipkart mobile app, on both Android and iOS.

****SuperCoins can be earned by any shopper on all Flipkart transactions and partner services hosted on the Flipkart app.***

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 160 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 ixigo

Launched in 2007, ixigo is India's #1 mobile travel platform with over 130 million users. ixigo allows Indian travelers to compare & book from 120+ travel suppliers and OTAs across flights, trains, hotels, buses & cabs. ixigo's vision is to empower travellers with trustworthy & personalised travel recommendations. Founded by Alok Bajpai & Rajnish Kumar, ixigo's investors include Sequoia Capital India, Fosun RZ Capital, SAIF Partners, MakeMyTrip & Micromax.

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