



## Flipkart introduces 'SuperCoins' - A first-of-its-kind, Multi-Brand Reward Ecosystem, strengthening its Flipkart Plus program

~ Partners with over 100 brands across food, travel and entertainment segments

**26 June, 2019, Bangalore:** Flipkart, India's leading marketplace, has announced a first-of-its-kind multi-brand Rewards Ecosystem 'SuperCoins', designed to provide benefits to millions of its customers. SuperCoins will work as a rewards ecosystem for not only shopping on Flipkart, but also across more than 100 partner brands including Zomato, OYO, UrbanClap, PhonePe and MakeMyTrip. Flipkart Plus members will now experience a better rewards store with SuperCoins, which will be rolled out by early July. This will be followed by a national roll-out of SuperCoins to the larger customer base, over the next few weeks.

SuperCoins can be earned on all Flipkart transactions and Partner services hosted on the Flipkart App and can be redeemed for exciting rewards from an ever-increasing rewards portfolio, making every single transaction a rewarding experience for customers.

### How Flipkart Plus is being strengthened with SuperCoins:

- **Flipkart Plus members to get 2X more SuperCoins than non-Plus members**
- **Plus customers can combine SuperCoins with their preferred payment method for their purchases on Flipkart**
- **Flipkart Plus members can redeem a wider range of rewards with SuperCoins**



Unlike credit card rewards programs, this initiative will unlock benefits for a large set of previously under-served customers who were paying for products and services with only cash. The SuperCoins ecosystem is open to customers irrespective of the payment method they choose.

Traditional reward programs haven't achieved their full potential because of their restricted opportunities to convert points to rewards, while being limited within their own business ecosystem. Flipkart's SuperCoin ecosystem will overcome these challenges meaningfully, by bringing in a wide range of partners from across the food, travel and entertainment segments.

Speaking about the launch of Flipkart SuperCoins, **Prakash Sikaria, Vice President, Growth & Monetization, at Flipkart** said, "SuperCoins builds on our learnings from the Flipkart Plus Customer program, where we have seen successful adoption of rewards and how it can positively shape consumer demand and experience. With SuperCoins, customers will now be rewarded for doing everything they love, agnostic of which brand services they avail, and it will all be managed on one single platform. SuperCoins will give people access to a host of never-before-seen rewards and services, offering greater value, flexibility and choice. This will also greatly benefit our Reward Partners by not just enabling them



*to engage with over 160 million Flipkart customers, but also help them reap the benefits of a true multi-brand ecosystem. ”*

With *SuperCoins*, Flipkart is set to revolutionize the customer rewards landscape while becoming the one-stop destination for a host of purchase requirements.

### **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.

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