



## Ranbir – Alia promise stress free fashion shopping experience in Flipkart Fashion’s latest campaign

**Mumbai, November 7, 2019:** Alia Bhatt and Ranbir Kapoor – Bollywood’s most adored and closely followed couple will appear on-screen for the second time this year for the latest edition of Flipkart Fashion’s **‘India Ka Fashion Capital’** campaign. Looked upon as fashion icons by millions of young Indians, the two stars will encourage India’s large and growing base of internet users to overcome their shopping hesitancy and fashion inhibitions through the newest offerings and trendiest selections on Flipkart Fashion.

Flipkart Fashion launched ‘India Ka Fashion Capital (IKFC)’ campaign almost two years ago. The fourth edition of the campaign builds on the previous three that established Flipkart Fashion as the go-to-fashion destination for all shoppers across the country. This edition built around the theme **‘Don’t Stress, Karo Impress’** addresses the stressors that many consumers face around online shopping for their fashion needs. Offering the largest collection of trends, celebrity inspired styles, an easy 30 days returns and 100% refund policy, along with a host of genuine brands, Flipkart Fashion promises to make the best of your fashion shopping experience.

The campaign will go live on television and digital platforms for a period of over five weeks until December 15. Apart from 4 TVCs, consumers can also expect a plethora of curated digital content. From short videos talking about the benefits of shopping on Flipkart Fashion to a host of social media challenges, consumers can expect to see Ranbir and Alia in various engaging and interactive formats.

In addition to Alia Bhatt and Ranbir Kapoor, Flipkart Fashion will also collaborate with top fashion influencers across the country. These influencers through their interesting content formats will educate consumers to overcome any stressors and make the right purchase decisions. Through this integrated approach, Flipkart Fashion aims to engage with a diverse audience across the country, celebrating all things fashion.

**Sharing his views on the latest edition, Vikas Gupta, Vice President and Head of Marketing at Flipkart said,** *“We are excited to launch the fourth edition of ‘India Ka Fashion Capital’ with Ranbir and Alia. They are not only fine actors, but also hugely popular style icons. While the previous three editions established Flipkart as India’s most preferred destination for trendy and affordable fashion, our research indicated that online fashion purchases are still impacted by certain inhibitions. Through this latest campaign and our proposition of ‘Don’t Stress, Karo Impress’, we are confident that we will help address consumer concerns and encourage them to interact with our platform and make the best fashion choices.”*

Celebrate Flipkart Fashion with IKFC 4.0. You can watch TVCs here -

- <https://www.youtube.com/watch?v=9m3B3rQoJ7A>
- <https://www.youtube.com/watch?v=KwyNBL3nHHU>
- <https://www.youtube.com/watch?v=O2FMm41ZBmA>
- [https://www.youtube.com/watch?v=7jUs\\_Y9RSLk&feature=youtu.be](https://www.youtube.com/watch?v=7jUs_Y9RSLk&feature=youtu.be)



**Client Credits: Flipkart**

**Agency: Lowe Lintas and Dentsu Webchutney**

**Creative: Dreampunk Productions and Spotlight Productions**

**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 200 million, offering 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