

MunnaBoy and Short-Circuit reunite for Flipkart's latest campaign

~ *Flipkart gives you a reason to shop everyday because #AbHarKharchMeinHogiKamai*

~ *Launches a nostalgic campaign for 'SuperCoins', the integrated rewards ecosystem*

21 August 2019, Bangalore: After a 13 year-long-wait, India's much-loved duo of MunnaBhai and Circuit are returning to your screen, courtesy Flipkart. Featuring the famous *kidadults*, Flipkart is bringing back the chemistry between the golden hearted "Bhai" and his loyal sidekick, to educate consumers about Flipkart *SuperCoins* in an affable, hilarious and iconic way.

Through one TVC and three digital films, the campaign engages the audience while driving home the benefits of *SuperCoins*, where customers can earn while they shop - therefore, *har kharch mein kamai!* This is a unique rewards ecosystem which is extended across more than 100 partner brands on Flipkart including Ola, OYO, UrbanClap, PhonePe and MakeMyTrip.

Speaking about the new campaign, Vikas Gupta, Vice President and Head of Marketing at Flipkart, said, *"The legendary duo of MunnaBhai and Circuit still hold a very strong connect with the audience and are fondly remembered for their impeccable comic timing and camaraderie. Over the years, Flipkart kidults have made a mark and are now widely recognized for their wit and unique sense of humor. To launch our latest campaign for 'Supercoins', it was the perfect opportunity for us to bring back two of India's most loved characters through the world of kidults. Iconic scenes from the movie have been recreated meticulously to deliver our messaging in the most memorable manner."*

Commenting on the campaign, Adarsh Atal, Director - Creative and Content, Tilt Brand Solutions said *"The brief was exciting, yet complex to land as there was a lot to explain in terms of how Super Coins work and that Flipkart is now a Super App. Our kidults needed help with this, and Munnabhai and Circuit stepped up magnificently to the task!"*

Campaign credits:

Client: Flipkart

Brand & Communication consultancy: Tilt Brand Solutions

Production House: Rajkumar Hirani Films Pvt Ltd

Director: Karan Narvekar

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 Tilt Brand Solutions:

Tilt Brand Solutions offers ambitious brands and businesses, services in Consulting, Communication, Content creation and Content production. Launched in September 2018, the Tilt team has over 250 years of combined experience across advertising, marketing, data analytics, content creation, behavioral science, storytelling, studio production, digital, media, qualitative research and consumer advocacy on over 150 brands.

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