

Zindagi inShort launches with a star-studded premiere

A collaboration between Flipkart Video and Guneet Monga's Sikhya Entertainment, Zindagi inShort is India's first genre-diverse digital anthology of seven short films

Mumbai, 19th February 2020: India's first genre-diverse digital anthology, Zindagi inShort, premiered with some of Bollywood's most beloved stars in attendance today. Leading celebrities that graced the evening included **Arjun Kapoor, Sanya Malhotra, Amol Parashar, Aahana Kumra, Shanaya Kapoor, Tara Sharma Saluja, Parvathi Menon and Ali Fazal** among others.

The star cast of the much-awaited anthology included seasoned actors such as **Neena Gupta, Sanjay Kapoor, Divya Dutta and Deepak Dobriyal**. Digital sensations **Srishti Shrivastava, Nidhi Singh, Rytasha Rathore** and new-age actors **Nakuul Mehta, Rima Kallingal, Isha Talwar and Manjot Singh** along with directors **Punarvasu Naik, Tahira Kashyap, Rakesh Sain, Gautam Govind Sharma, Vijayeta Kumar, Smrutika Panigrahi and Vinay Chhawal**, also gathered for the premiere amidst much fanfare.

Zindagi inShort is a collection of extraordinary stories of ordinary people. It comprises of seven bitter-sweet 'slice of life' short films titled '**Chhaju Ke Dahi Bhalle**', '**Nano So Phobia**', '**Sunny Side Upar**', '**Swaaha**', '**Pinni**', '**Sleeping Partner**' and '**Thappad**'. These films touch upon themes such as standing up for yourself when it's the hardest to do so, online romance, the innocence of childhood, the confusion of old age, the construct of being loved in a marriage, infidelity and a woman's role in the family. The narratives cover different stages of life and promise binge-worthy entertainment.

Speaking at the premiere, Prakash Sikaria, Vice-President (Growth and Monetisation) at Flipkart, said, *"Great stories deserve to be shared with the world. Guneet has helped us curate seven diverse yet relatable stories, each with a twist of its own. With Zindagi inShort, we have brought together seasoned actors and talented first-time directors, and we are thrilled to provide them a platform to showcase this special anthology. We are excited for our viewers to watch the films and share their response."*

Speaking about her association with Flipkart Video, Guneet Monga said, *"In our industry that has no shortfall of content, the opportunities that Flipkart Video provides to creators are unparalleled. With the platform, we had the freedom to execute our vision. People today are looking for relatable elements and entertainment and we are offering just that with 'Zindagi inShort'. Each film has a powerful narrative premised in ordinary situations. This anthology truly summarises various life occurrences, in short."*

Zindagi inShort is now streaming live and can be viewed only on the Flipkart app, under the video section, for free.

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Jabong, and PhonePe. Started 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 over 150 million products across 80+ categories. Our efforts to democratize e-commerce in India, driving access and affordability, delight customers, create lakhs of jobs in the ecosystem and empower generations of entrepreneurs and MSMEs has driven us to innovate on many industry firsts. 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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