

Flipkart introduces a unique stay-at-home reality show with Varun Dhawan, encouraging Indians to entertain from home

~ 'Entertainer No. 1' is set to launch on the Flipkart app on April 13, inspiring people to entertain the country as they remain indoors

~ Aims to give people a platform to showcase their talent, while encouraging social distancing

Mumbai - April 8, 2020: As famously said, *the show must go on!* As the world is discovering new norms in the current situation, entertainment knows no bounds. During this time, Flipkart believes in addressing the need of the hour, for positive entertainment. The stage is now set for the launch of Flipkart Video's latest show '**Entertainer No. 1**' - the latest addition under the Flipkart Originals umbrella, which is scheduled to launch on the Flipkart app on April 13. Aimed at giving budding entertainers a platform to stay connected, this new show is curated with the intention to cheer up India during this difficult time, and encourage people to bring out their creative best, while *more importantly*, staying at home. This launch brings together India's heartthrob **Varun Dhawan** with Flipkart Video, to introduce India's *unique stay-at-home reality show*. Varun was found to be a great fit because he is someone who is deeply involved in various initiatives which are currently dedicated to helping people across the country.



Speaking about the association with Flipkart Video, **Varun Dhawan** said, "I'm very excited to partner with Flipkart and be a part of India's unique stay-at-home reality show. Flipkart's efforts during this difficult time are commendable and through this new show, we are seeking to entertain millions of fellow Indians as we bring in some much-needed positivity. I'm looking forward to delivering the best entertainment in collaboration with people from across India. Our country is a treasure trove of talent and I truly believe that anyone should have the opportunity to showcase their entertainment skills. What better way to do it than an easy upload on the Flipkart app. Given the unique format of the show, I'm looking forward to some exciting entries from across India and can't wait to get on this entertaining roller-coaster ride that begins next week."

Participants will be able to record their performance directly under the 'video' section on the app, with a large library of songs and dialogues to choose from. Open to participants over 13 years of age (allowing minors to participate under supervision), with no bar on gender or geography, people can participate and showcase their talent. Over a period of 8 weeks, the show will consist of diverse weekly challenges, in a quest to find India's most talented entertainers from home. The most popular entries each week will move on to the next round, for a chance to win exciting cash prizes and gift vouchers.

Stay tuned to the Flipkart app for more details.

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, 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, which holds a prominent position 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.

For more details contact media@flipkart.com