

Flipkart Video brings back Kya Bolti Public for Season 2

India, 19 June 2020: After successfully keeping users engaged and entertained over the past several weeks, Flipkart Video's 'Kya Bolti Public' is back by popular demand, for season 2. Hosted by Maniesh Paul, the show combines two highly engaging concepts of gamification and entertainment, which saw fantastic audience engagement in Season 1. In a short period of time, Kya Bolti Public has built a dedicated fan base that led to **63.6% of people returning to play the game daily** and an unprecedented **96% of the audience** who started the quiz, **completing it** every single day. **Kya Bolti Public Season 2 is now live on Flipkart Video** and will continue to enthrall users over the next month. Following the same format as before, the show will have a new episode each day, that will now be live for an entire 24 hours.

Sharing his views on bringing back season 2 to participants across India, **Prakash Sikaria, Vice-President of Growth and Monetisation at Flipkart**, said *“As India’s homegrown consumer internet company, I believe we understand Indian consumers better and in a more nuanced way than others. Our strategy is inspired by Indian users’ digital behaviour, where the majority are consuming video content on their smartphones. Our latest innovation aims to bring game shows to online streaming as a new format that rewards users. We are glad that viewers across India loved the first season of Kya Bolti Public, and that is evident in the numbers. The idea is not only to entertain audiences from across the country but also to build a sense of community, no matter where they are located. The transition in content consumption patterns is constantly motivating us to expand our Originals catalogue with innovative offerings for our viewers.”*

By bringing together e-commerce, content, games, and entertainment on a single platform, Flipkart has truly revolutionized consumer engagement and interactivity. The agenda with Flipkart Video is to fill the need gap on mobile-first, short-form content, and create concepts that will enable consumer engagement. Flipkart Video clocked a **2.5X jump in viewership in March and April 2020**, as users continued to visit the platform to watch short news videos, movies, and original content. With this, Flipkart Video will continue to leverage the combination of technology and mobile internet to reach a newer audience, enabling content consumption and creation in more ways than one.

About Flipkart Video

Flipkart Video is an in-app video streaming service from India's homegrown e-commerce marketplace, Flipkart. Launched in 2019, Flipkart Video is reimagining entertainment for the mobile-first consumer, with interactivity and gamification being a key focus. With an offering of over 5000 titles including news, movies and short films in a variety of languages, Flipkart Video provides a curated and personalised experience, with something special for every viewer who is

seeking the best entertainment. Recent launches on the platform include snackable original content, unique 'gamified' reality shows and a range of nostalgic film favourites.

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