

Varun ‘Choocha’ Sharma wants to find out ‘Sabse Funny Kaun?’

~The Bollywood actor is ready to tickle your funny bone as host on Flipkart Video’s latest interactive stand-up comedy show~

Mumbai, 28 September 2020: Looking for a quick fix to perk you up? Flipkart Video’s latest show ‘**Sabse Funny Kaun?**’ promises to provide some much-needed comic relief. Delivering your daily dose of rib-tickling entertainment will be Bollywood star Varun Sharma who will play a dual role as host and mentor on this show. Just like his film characters, Varun’s hilarious commentary will have you laughing off your chair. **Launching today**, ‘Sabse Funny Kaun?’ is an interactive comedy show with 10-minute episodes airing each day on the Flipkart app.

The show will feature 10 talented comedians from across the country including experienced artists like Dr. Bhuvaneshwari Ameta, Monica Murthy, Aariz Saiyed, Satyapal Landge, Inder Sahani, and Gourav Mahna. Every episode will see two participants go head to head, dishing out jokes across an array of genres such as topical, sketch, hasya kavita, and alternative comedy to name a few. Each performance by the contestants will be judged solely by the audience.

Varun Sharma has come a long way, winning multiple awards for his performance as ‘Choocha’ in Fukrey and charming the hearts of millions as ‘Sexa’ in Chhichhore.

“It makes me really happy when people refer to me as ‘Choocha’ or ‘Sexa’ instead of my name. It’s a blessing for any actor to be recognized by the names of the character they portray. I am truly thankful to the audience for showering so much love and I’m happy to be back to entertain them. As an actor whose forte is comedy, people are always looking for you to crack them up and I am eager to give people that opportunity as the host of ‘Sabse Funny Kaun?’. It’s great to have a brand like Flipkart Video providing this platform for budding comedians. With such a talented host and amazing contestants on the show, kya aap hasne ke liye tayyar hain?” said **Varun Sharma**, who is excited to bring forth his comic timing and melancholic satire that he excels in.

What’s in it for the audience? Apart from enjoying the hilarious performances amplified by Varun’s witty comments, the audience gets to vote for their favourite contestant each day. Who moves on to the next round will depend solely on the users’ votes on the Flipkart app, giving them the power to eventually decide who wins the title of ‘Sabse Funny Kaun?’. Users also stand a chance to win exciting rewards each day if they have voted for the majority choice.

‘Sabse Funny Kaun?’ by Flipkart Video is now live on the Flipkart app. Users can access the show by clicking on the Video icon at the bottom right of the Flipkart app’s homepage.

To know more about the show: <https://www.youtube.com/watch?v=UfyTEYNyjq8>

You can access the show on the Flipkart App here:

<https://dl.flipkart.com/dl/videos/dp?id=1000246>

You can download the Flipkart App here:

https://play.google.com/store/apps/details?id=com.flipkart.android&hl=en_IN

<https://apps.apple.com/in/app/flipkart-online-shopping-app/id742044692>

About Flipkart Video

Flipkart Video is an in-app interactive video platform from India's homegrown consumer internet company, Flipkart. Launched in 2019, Flipkart Video is reimagining digital entertainment for the mobile world. With a tech-forward approach that combines interactivity and gamification for short-form snackable content, Flipkart Video continues to create a differentiated experience for mobile-first users. It combines content with commerce by rewarding users as they are entertained, thereby truly elevating the user's journey on the platform. Flipkart Video continues to stand apart and stay ahead, as it carves a niche for entertainment and engagement in India.

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