



Flipkart strengthens its furniture offerings ahead of the festive season

- *Expands selection, seller count and pincode reach to offer affordable and quality furniture to consumers across the country*
- *Launches 'India Ka Furniture Studio' campaign to better assist consumers across the country in accessing the widest selection of quality furniture*

Bengaluru - September 25, 2020: To cater to consumers' diverse comfort needs in the run-up to the upcoming festive season and the Big Billion Days, Flipkart, India's homegrown e-commerce marketplace, today announced initiatives to strengthen its furniture business with an enhanced focus on availability, affordability, accessibility and quality to offer consumers easy access to online furniture across the country. These initiatives assume significance as an increasing number of consumers, including first-time e-commerce users, are turning to digital commerce to meet their home interior requirements, among other needs.

The COVID-19 pandemic has catalysed new demand patterns across products categories, including furniture, as people spend more time at home. With consumers now investing more in creating their own comfortable space at home, there is a notable increase in the demand for ergonomic furniture across furniture segments. While metro cities accounted for a large percentage of this demand before the pandemic, an increasing number of consumers from Tier-2 and Tier-3 markets are purchasing furniture online since the lockdown. Now, with the festive season approaching, Flipkart aims to offer customers a one-stop destination for furniture shopping.

In this pursuit, Flipkart has more than doubled its seller numbers in the Furniture category on the marketplace since last year to more than 10,000 sellers across the country and increased its selection to over 3.5 lakhs products to meet consumers' evolving demand. These sellers, including small and micro furniture manufacturers, have been onboarded from various furniture clusters across Churu, Ratangad, Sardharsheher in Rajasthan, Jabalpur, Indore in MP and Saharanpur in Bihar.

Flipkart has expanded its WFH furniture seller count with brands such as Wipro and Featherlite by over 30% as more consumers look to meet their work and learn from home requirements. Coupled with newer and convenient payment constructs such as Flipkart Pay Later, Flipkart



aims to make quality furniture more affordable and make the purchase process easier for customers. It has also increased its pincode reach to 100% of the serviceable pin codes across the country through its state-of-the-art supply chain to support consumers looking for affordable and quality furniture.

It has recently launched a new campaign “**India Ka Furniture Studio**” to communicate to the consumers the value proposition of widest selection of quality furniture at affordable prices available on Flipkart. The campaign reiterates Flipkart’s focus on providing wide selection, offering unique designs that cater to the various furniture needs of the consumers.

Manish Kumar, Senior Vice-President, BGMH, Furniture and Grocery, Flipkart, said, *“As a homegrown e-commerce marketplace, Flipkart’s offerings are centred around providing access to a wide variety of products at affordable prices to fulfil our consumers’ evolving needs. This has made Flipkart the preferred platform for consumers to meet their essential furniture requirements. Through our expanded pool of thousands of sellers, wide assortment and a pan-India reach, furniture as a category will play a key role in the growth of e-commerce in the years to come. To better assist our consumers, we have introduced the ‘India Ka Furniture Studio’ campaign to showcase the industry-best selection, quality and value products available on Flipkart to millions of our consumers across the country. The success of online furniture retailing, especially in the COVID period, also marks the tipping point of online commerce in India and highlights the growing consumer confidence in the value of e-commerce.”*

Flipkart continues to innovate and adapt its product offerings to match the ever-changing demand scenario. With the constant support of thousands of its sellers and brands, it has been able to offer millions of customers a wide variety & selection of quality products through affordability constructs. Over the past year, Flipkart has significantly expanded its delivery and installation services to take online furniture retailing to the farthest corners of the country.

Link to the video: <https://www.youtube.com/watch?v=AR43xQH191s>

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, drive 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.

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