



## Flipkart strengthens partnership with Safari Industries, launches 'Magnum' for value-seeking consumers

*~The strategic partnership enables Magnum to be available online for the first time~*

**Bengaluru, October 13th, 2020:** Flipkart, India's homegrown marketplace has partnered with Safari Industries to launch Magnum, the affordable range of luggage on the platform. With an increasing number of shoppers today seeking a convenient shopping experience with a focus on affordability and value, especially when it comes to travel essentials, the collaboration between the two brands offers consumers a wide selection of products to choose from. This partnership assumes significance, as India prepares for the upcoming festive season and Flipkart prepares for its annual Big Billion Days, focusing on bringing the best brands to Indian consumers.

Through this partnership, Magnum will be able to get wider market access and make their products across categories, available in newer geographies and pin codes. This includes hard luggage made of 100% polycarbonate and soft luggage made of strong, durable fabric, backed by the reliable Safari warranty.

Made for the value consumer looking for a wholesome product-price package, Magnum carries with it the promise of durability and style, bringing reliable luggage to the stylish traveler. The brand has grown at an impressive CAGR of 40% over the last three year period with a footprint of over 2200 stores Pan India, and is now turning a new leaf with an online exclusive partnership with Flipkart, focused on bringing scale and geographical reach.

Commenting on Magnum's partnership with Flipkart, **Sudhir Jatia, Chairman and Managing Director, Safari Industries India Ltd.**, said, *"Our luggage brand Magnum caters to consumers who seek durable and stylish products at entry level price points. Beginning March this year, we saw a change as essential traveling took precedence over leisure. This has led to a surge in demand for value luggage options as many people moved back to their home cities with all their belongings. To cater to this changing scenario and make our products accessible to consumers across India, we have partnered with Flipkart. Through our strategic partnership, we have co-created two new products - Acme and Storm, that will address a myriad of consumer needs. We are confident that this collaboration will help us explore newer markets and reach a new set of consumers."*

Speaking about the launch, **Nishit Garg, Vice President - Flipkart Fashion** said, *"This collaboration brings together Flipkart's extensive reach and Magnum's value product offering, thereby enabling us to serve a larger number of value-conscious consumers, across the country. United by a common goal of providing customers with a promise of durability while continuing to stay stylish, this partnership is a testament to our vision to bring the best-in-class offering to millions of Indian consumers."*

### About 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 250 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 inspired us to innovate on many industry firsts. The recent launch of Flipkart Wholesale, our new digital marketplace, is a testament to our commitment to accelerate the growth of kiranas and MSMEs in India. 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, PhonePe, India's fastest growing digital payments platform, and now Flipkart Wholesale, the Flipkart Group will continue to steer the transformation of commerce in India through technology.

### **About Safari Industries**

Safari Industries has been one of the prominent names in the market when it comes to luggage and backpacks. In the past 45 years, Safari Industries has seen many milestones, and through these 4 decades, the Safari promise of quality and the fulfilling experience of using the product is what took the company from one milestone to another and drove consumers across generations to choose it over and over again. This relationship between the consumer and Safari is what has driven it to become an 800+ crore company (FY 20). Started in 1974, the company offers a wide variety of luggage and backpacks including soft luggage, hard luggage and casual, semi-casual and formal backpacks that are ideal for every travel need, through an impressive portfolio of brands including Safari, Magnum and Genius & Genie.

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