



Flipkart brings exciting festive offerings with 'Big Billion Days Specials', unveils over 200 special edition products

Partners with leading brands, sellers, and artisans to co-create an innovative range of products across categories available only during the 6 days of The Big Billion Days

Bengaluru - October 6, 2020: Flipkart, India's homegrown e-commerce marketplace, is aiming to make the festive shopping experience with the Big Billion Days even more special for consumers this year, with the introduction of a bigger and more attractive range of special edition products. The Big Billion Days Specials are a range of unique products across categories, co-created with leading brands, including limited edition products and collectables.

In partnership with more than 100 brands, exciting products across categories including fashion, electronics, mobile phones, large appliances, personal care, handicrafts, and others will be made accessible to consumers. These 200+ products will be available only during the 6 Big Billion Days, which begins from midnight of October 16, with early access for Flipkart Plus consumers on October 15, until October 21, 2020.

Flipkart had first introduced the Big Billion Days Specials in 2019, with the aim to create curated special collections, that are *thematic* or have *industry-first innovations*, to make the consumer shopping experience a memorable one, while meeting their growing aspirations. The number of partnerships for this year's Big Billion Days Specials has more than *doubled*, as Flipkart continues to strengthen the partnership ecosystem and bring brands closer to consumers across the country.

In addition to brand partnerships, this year's Big Billion Days also brings together lakhs of artisans from across the country as part of the Samarth initiative. Craft techniques as old as *Dokra Decor Craft* amongst others will be made available for customers across India, as part of the festive fervour. Today, Flipkart Samarth supports the livelihoods of over 6,00,000 artisans, weavers and craftsmen across India and Flipkart consistently works towards bringing more such sellers to the platform through inclusive ecosystem partnerships, taking into account partners of all scales and specialisation.



This year's Big Billion Days Specials have been curated leveraging Flipkart's strong consumer understanding, aiming to make available a wide range of products across price points, that will make the festive season special for people across the country.

Some of the Big Billion Days Specials that customers will get access to this year include:

- Motorola - India's First 3 in1 Smart Wireless device
- An Ethnic Range Curated By Kareena Kapoor for Imara
- Bikaji Limited edition 24K Gold leaf sweets
- Exclusive Virat Kohli Line of One8 products
- Puma X Big Billion Days , Catch Limited Edition Sneakers in Big Billion Days Flagship Colours
- Anti - Microbial athleisure range from Flying machine
- Denver - Shahrukh Khan's new autograph range
- Bluestar - Virus Deactivator AC
- India's first Smart TV with Sound by Onkyo by Nokia
- Room in a Box Furniture
- Stonesoup hygiene kits which are a part of Samarth's 'cart for a cause' programme
- Special handicrafts such as Biswa Bangla Handcrafted Dokra and Kansha Chhanta

Some of the Big Billion Days Specials products will give customers a chance to meet their favourite celebrities, including Virat Kohli, Salman Khan and Ananya Pandey.

Nandita Sinha, Vice President – Events, Engagement & Merchandising at Flipkart, said, *“The Big Billion Days is truly a festival for us and we look forward to making this year equally special for our consumers across the country. We aim to bring joy to people, in big ways and small, through a diverse offering on our platform. Every year, Flipkart leverages consumer insights and works collaboratively with thousands of brands in the ecosystem, to bring forth the best products. The phenomenal response we received from the entire ecosystem for the Big Billion Days Specials in 2019 encouraged us to partner with an even larger number of brands and celebrities to make it extra special for consumers this year. We are confident our partnerships and special edition products will help onboard new customers and chart a sharper growth trajectory for our partner brands.”*



The festive season not only marks the coming together of friends and families but is also the time when consumers make some of their most-awaited purchases. The Big Billion Days is comparable with other shopping phenomena across the world, and has become synonymous with India's festive shopping season and is bringing more customers on board every year, expanding choice drastically, and changing the way Indians approach festive shopping.

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.

For more information, please write to media@flipkart.com