



Flipkart partners with 2000+ fashion stores PAN India ahead of the festive season

To make the store collection of 100+ brands available across 300 + cities

Bengaluru, October 15, 2020: Flipkart, India's homegrown e-commerce marketplace, has partnered with more than 100 brands this festive season, to help bring their wide range of products across 2,000 fashion stores onto Flipkart's platform. Spread across more than 300 cities, this partnership will enable brands to showcase their available retail selection to near-by pincodes, helping customers get visibility to a wider selection and then delivered to them through Flipkart's safe and sanitised supply chain.

As the festive season kicks off and more customers across the country choose to shop through e-commerce, this partnership holds importance for hundreds of brands to get access to an omnichannel route that enables them to stay connected with their customers. This initiative widens the choice of products for Flipkart's large and growing base of more than 250 million consumers and will meet the evolving needs of those who prefer shopping online from the safety of their homes, in metros, tier 2 regions and beyond.

Flipkart is leveraging technology and advanced inventory management systems such as 'geo fencing' and 'store hopping' to enable these retail stores with the goodness of e-commerce and a robust supply chain. It covers regions and cities beyond metros as well, solving needs for both consumers and brands, including 'Liberty Stores' in Gulbarga and Sitapur; 'PEPE Stores' in Cochin, Panjim and Calicut; 'Raymond Stores' in Zirakhpur and Moga; 'Arrow Stores' in Jammu; 'Khadims Stores' in Jodhpur; 'Ethnicity Stores' in Durgapur and many more. While the partnership addresses the metro consumers' needs for quick delivery of the latest styles and it also enables aspirational consumers in Tier-2+ regions to get access to a much larger selection of the latest trendy brand offerings.

Commenting on the initiative, Nishit Garg, Vice President - Flipkart Fashion, said, "The future of shopping is an integrated model where the lines will be blurred, ultimately creating a win-win situation for consumers, brands and sellers. With this approach, we are bridging the gap that currently exists for firstly, aspiring customers in tier 3 cities and beyond, who are seeking the best of current fashion trends, but have limited access; and secondly, for customers in metros who are seeking fresh fashion in a minimum timeframe. Technology is playing a key role in delivering customer delight through this initiative - from both a selection and speed (of delivery) perspective."

This year, Flipkart will have the largest fashion selection available for consumers during the Big Billion Days and festive season, in partnership with leading brands and sellers, which begins on October 16 with an early access for Plus members from October 15, 2020.

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