

## Live Now! The Bigg Buzz Challenge on Flipkart Video - in association with VOOT

*~An interactive extension of one of India's most popular reality shows – Bigg Boss~*

**India, October 22, 2020:** Flipkart Video, the in-app video platform of Flipkart, in collaboration with VOOT, is all set to bring to its viewers an interactive version of India's biggest TV show - Bigg Boss. The **Bigg Buzz Challenge** is an interactive extension of the popular chat show Bigg Buzz on VOOT, which is known to give viewers a sneak peek into the life of the Bigg Boss contestants.

Hosted by popular actor **Karan Wahi**, the show has a new episode every Monday, providing viewers an opportunity to answer intriguing questions based on the current and past seasons of Bigg Boss. While Bigg Boss is extremely popular with the Indian audience, the Bigg Buzz Challenge gives viewers an opportunity to engage with the show in a whole new way, adding to the excitement of their viewing experience. The concept of the show is in line with Flipkart Video's vision of keeping users engaged by offering differentiated, interactive content accompanied with tangible rewards.

Speaking about the launch of the Bigg Buzz Challenge, **Neha Toteja, Senior Director and General Manager - Flipkart Video** said, *"Our primary goal has always been to keep consumers at the heart of what we do and ensure that the content we offer caters to their most relevant entertainment needs. Bigg Boss is an entertainment phenomenon in India, and we have identified a way to customize a portion for our users in an engaging format. Over the past year, with interactivity being a key focus, we have curated a host of content that is both innovative and entertaining, combined with unique user gratification. We're confident that the 'Big Buzz Challenge' show on Flipkart Video will enhance the overall entertainment thrill of season 14, for the audience."*

**Abhigyan Shekhar, Head - Sales, Viacom18 Digital Ventures** said, *"2020 has really changed the way everyone consumes content, and the need of the hour is to provide inventive and immersive content experiences. We are very excited to be partnering with Flipkart Video through a unique and engaging concept around Bigg Boss. This strategic collaboration is another step in the direction of keeping the audience engaged via multiple touch points which is sure to drive interactivity and provide an enhanced and immersive experience to the fans of the show. Bigg Boss has consistently broken viewership records and we're looking forward to fans enjoying this new interactive experience and showing the Bigg Buzz Challenge just as much love."*

The collaboration will allow both brands to leverage their wide consumer base. Over the past couple of months, Flipkart Video has continued to create interactive shows across different genres resulting in a steady rise in user engagement on the platform. By giving users the convenience of switching between shopping, watching content, participating in interactive shows and playing games with tangible rewards, Flipkart provides users multiple touch points to increase their time spent on the app. This will be taken a step further with the Big Billion Days and festive sales, where consumers are provided an integrated experience through new shows and games being launched. The successful integration of commerce and entertainment on a single app, aims to provide users with a new perspective of festive shopping on an e-commerce platform.

Head on over to the Flipkart app to watch 'The Big Buzz Challenge'. Click on the Video icon at the bottom right of the Flipkart app's homepage to access the show.

You can download the Flipkart App here:

[https://play.google.com/store/apps/details?id=com.flipkart.android&hl=en\\_IN](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.

**About VOOT:** VOOT is India's leading digital video-on-demand streaming service from the house of Viacom18. With a content library of more than 65,000 hours across Viacom18's network content, exclusive content around network shows and VOOT Originals, the platform caters to varying needs of discerning audiences across segments. VOOT is the most engaged platform in the ad-supported service space and continues to take the leadership mantle on innovation, across content, technology and marketing initiatives, aimed at providing an immersive experience to its users.

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