



## **Flipkart Launches 2GUD Local With The Aim Of Bringing Popular Offline Retailers And Shopping Destinations To Consumers Across India**

- *2GUD Local will showcase the best of single brand/multi-brand stores through long-format videos coupled with engaging narratives*
- *2GUD Local will further assist these stores in creating their digital footprint including cataloging support, consumer fulfillment, advertising and marketing*

**Bengaluru – December 4, 2020:** With an aim to extend e-commerce benefits to traditional retail businesses, Flipkart's independent value-driven platform, 2GUD announced the launch of *2GUD Local - Bringing India's Favorite Shopping Centers Online*. The new format will offer offline stores, brands and shopping destinations an opportunity to unlock the benefits of technology and the social commerce hybrid retail model to reach millions of pan India consumers. *2GUD Local* will enable local stores (single brand or multi-brand stores and other shopping destinations) and retailers to expand their digital footprint to connect more effectively with their consumers.

Through long-format videos shot within store premises by influencers, coupled with engaging narratives and conversations, *2GUD Local* partner stores will be able to showcase their latest products and collections and offer them to online users. *2GUD Local* will assist stores in many important areas, including cataloging, consumer fulfillment, advertising, and marketing. It will provide them with an additional channel for sales and access to new geographies for consumer acquisition.

In light of the pandemic, as consumers continue to stay indoors and take safety and precautionary measures, *2GUD Local* enables them to shop for their needs and favorite products from their regular stores virtually within the safety of their homes. Consumers can even check out those products that were earlier unavailable to them due to reach or availability. *2GUD Local* kick starts its efforts to digitize offline brands with KLM Fashion Mall in Bengaluru.

**Chanakya Gupta, Head of 2GUD, Flipkart,** said, *"Value spending and convenience are becoming key aspects of online shopping experiences. We have launched 2GUD Local to help local brands leverage traffic on our already-popular marketplace and take their offerings to a pan-India market. Audience engagement on our platform is very high, and it will allow brands to have more facetime with shoppers. 2GUD Local will enable them to offer as close to an in-store*



*experience as they can, online. We look forward to partnering with more local partner brands and serving consumers across the country in times when social distancing is of utmost importance.”*

**Being a part of 2GUD Local, Prasad Chalavadi, Founder and CMD, KLM Fashion Mall** said, *“2GUD is an exceptional platform that can be leveraged by regional retailers to seamlessly capture a large number of customers. KLM Fashion Mall's association with 2GUD is sure to be successful, which benefits us in far-reaching to our customers.”*

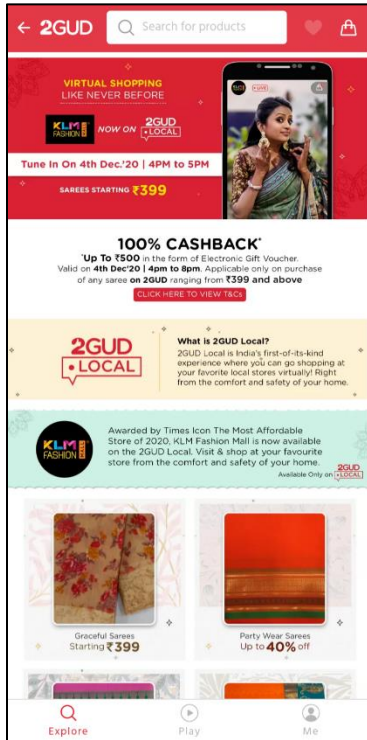
Launched in 2017, KLM Fashion Mall has expanded its reach through 17 showrooms in the last 3 years. They were also awarded as the ‘Affordable Store of the Year’ by Times Icon. KLM Fashion Mall is known to provide value-driven offers throughout the year and is considered a ‘pocket-friendly’ choice for consumers looking for the best prices, wide range and fine quality.

E-commerce has stirred a significant revolution in the retail industry. It has enabled small brands and local players to reach consumers at a time where they are opting for contactless shopping experiences, doorstep delivery, easy billing, personalized offers and curated selections. *2GUD Local* is currently available on the app and m-site.

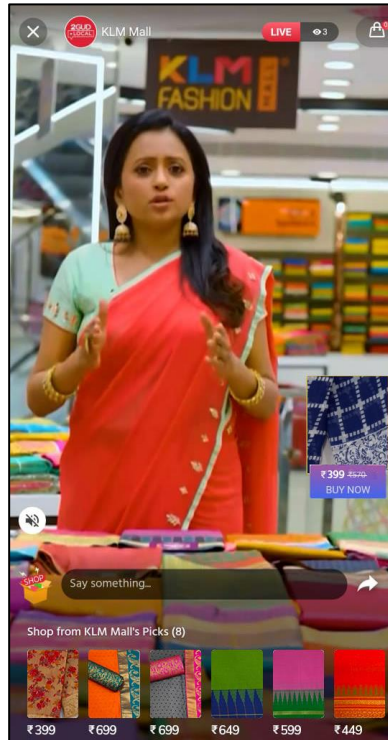
2GUD currently covers more than 600 product segments and offers both new and refurbished products. The platform has more than a million consumers across more than 15,000 PIN codes in India.

**Watch the first video on 2GUD Local, which goes Live today at 4 PM only on the 2GUD App. Follow the link here: [https://toogud.app.link/klm\\_campaign\\_overallpstore2](https://toogud.app.link/klm_campaign_overallpstore2)**

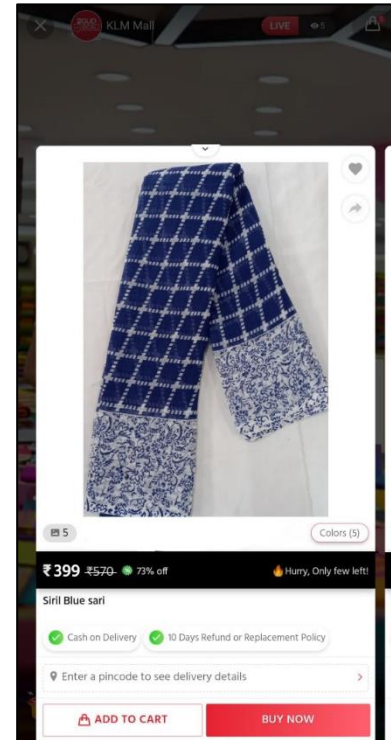
## Step by step approach:



Store front



In-store Video



Buying Page

## About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, and Flipkart Wholesale. 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 300 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. Flipkart Wholesale, our 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 and Flipkart Wholesale, the Flipkart Group will continue to steer the transformation of commerce in India through technology.

For more information, please contact [media@flipkart.com](mailto:media@flipkart.com).