



## Flipkart introduces an immersive augmented reality e-commerce experience with Flipkart Camera

- *Using this feature, customers can view products in their physical environment to understand their fit and how they will look in real life*
- *Available for categories such as furniture, large appliances and beauty*

**Bengaluru - July 21, 2021:** Flipkart, India's homegrown e-commerce marketplace, today announced the introduction of an immersive e-commerce experience with *Flipkart Camera*, an Augmented Reality capability on the Flipkart App. This new offering will enable shoppers to leap from 'imagining' to 'experiencing' what a product will look like in reality before making a purchase.

With e-commerce today becoming a part of our lives, there is a need and an opportunity to bring real-life purchasing experiences to customers using technologies such as augmented reality. *Flipkart Camera* aims to make the online experience more engaging and beneficial for customers and help them make informed decisions.

In categories such as furniture, luggage and large appliances, where customers need to estimate the size and fit of the product and understand its aesthetics before making a purchase decision, customers can have a visual, 3D experience of products using *Flipkart Camera*.

Another important category where this capability will build customer confidence and remove guesswork is the Beauty category, with customers getting a chance to try products virtually before making a decision. With customers increasingly shopping on the go and from the comfort of their homes, this new experience will enable customers to purchase the right product without having to step out given COVID-19 restrictions.

**Jeyandran Venugopal, Chief Product and Technology Officer at Flipkart**, said, "At Flipkart, we are constantly working towards making e-commerce an inclusive and immersive experience for customers. With the Flipkart Camera feature, we aim to take this experience a notch higher by offering in-house demonstrations of products from the comfort of a consumer's living room, thereby helping them make an informed decision before purchasing. This technology has far-reaching applications and can improve customer experience manifold while also helping customers find the right product fit."

The rapid adoption of smartphones has propelled the usage of augmented reality amongst customers. According to a report by Gartner, Gen Z and millennials are driving the demand for Augmented Reality (AR) and Virtual Reality (VR) features, with 30% of the sample space wanting more AR/VR capabilities incorporated in their shopping experience.



To experience Flipkart Camera's Augmented Reality feature on your smartphones, simply scan the QR code and follow the instructions mentioned below.



### **Large Appliances**



### **Furniture**

#### How it works:

1. Scanning the QR code will lead you to the product page. You can use Google lens or scanner on any of the payment apps to visit the page
2. Click on the option "View in your room"
3. Once the camera opens, rotate the phone camera over the floor for a few seconds to activate the augmented reality feature
4. You will be able to view a life-size replica of the product inside your home

#### **About the Flipkart Group**

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, and Cleartrip. The Group is also a majority shareholder in PhonePe, one of the leading Payments Apps in India.

Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 350 million, offering over 150 million products across 80+ categories. Our efforts to democratize commerce in India, drive access and affordability, delight customers, create lakhs of jobs in the ecosystem, and empower generations of entrepreneurs and MSMEs have inspired us to innovate on many industry firsts. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations have made online



shopping more accessible and affordable for millions of Indians. Together with its group companies, Flipkart is committed to transforming commerce in India through technology.

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