



Big Billion Days 2021 brings unprecedented opportunities for MSMEs & Kiranas and delivers unmatched value to customers

- *Upbeat consumer sentiment and robust seller participation give positive indications of sustained consumption in the year ahead*
- *Opportunities for new sellers from 124 new cities/towns, including Hingna, Baghpat, Attingal, Sambhal and Dewa, among others*
- *More than 100,000 Kiranas are part of this festive event as last-mile delivery partners*
- *Cities such as Patna, Lucknow and Vizag led the customer demand alongside top metros with nearly half of all orders coming from tier-3 and beyond cities, in a continuation of last year's trend with smaller towns leading the adoption of e-commerce*
- *Categories like mobiles, electronics, large appliances, lifestyle, BGM and home witness the highest demand*

Bengaluru - October 3, 2021: The 8th edition of The Big Billion Days, Flipkart's annual flagship event, started on a positive note, with early trends reflecting upbeat consumer sentiment in the country and the growth that Flipkart has enabled for MSMEs and sellers.

Early Access for Flipkart Plus customers saw a 40% growth as compared to last year. Interestingly, ~45% of customer demand has been from tier 3 cities and beyond signaling a strong preference for high-value goods/ items. The anticipation for this festival was evident as more than 2 million customers pre-booked close to 5 million products just prior to Early Access by paying just Re.1.

Keeping with the Indian festive spirit, Flipkart has designed and disbursed 'BBD Shagun' (a special reward) for its customers this year. More than Rs. 2 crores have been redeemed by over 250,000 customers under this offering in the first 12 hours of Early Access. The curated offerings of "BBD Specials" continued to be a customer favourite, with over 100,000 customers placing orders for these products in the first 12 hours of Early Access.

Nandita Sinha, Vice President - Customer and Growth, Flipkart, said, *"This year, TBBD has started off seeing upbeat participation by customers and sellers. E-commerce is clearly gaining increasing acceptance among the masses, and it is evident that user-friendly technical and financial constructs are helping to drive its adoption. We will continue, in the years ahead, to do what we do best – offer products that deliver the best value, and introduce features and solutions that make our platform more accessible and affordable for customers. We will expand and strengthen our ecosystem of sellers and MSMEs, enabling better income and livelihoods for millions and expand our reach across the country. We look forward to a year of prosperity and well-being for all."*

One in five customers has chosen to exchange their smartphone for a new one, with 82.60% of customers choosing to pay for their next smartphone using prepaid payment options. Apple 12 and Apple 12 Mini are currently the favourite smartphone models, accounting for most of the two-lakh Apple iPhone 12 devices sold so far. The pent-up demand for large appliances and



electronics is evident from the fact that TVs are the largest-selling category in home appliances, with laptops recording top numbers in electronics. There was significant demand, too, for wireless earphones. Sales of sports shoes, outdoor wear, and men's clothing are spiking in the fashion category - an indicator of people's readiness to step out and indulge in outdoor activities after a year of restrictions.

Financial constructs such as Flipkart Pay Later, no-cost EMI, the Flipkart Axis Bank co-branded credit card, and others, are enabling customers to avail easy credit to make high-value purchases. Flipkart is witnessing impressive growth in the adoption of its affordable payment constructs in this edition of TBBD. The "Flipkart Pay Later" facility accounts for the second-highest share, after credit cards, in pre-paid orders. Grocery, lifestyle and home are some of the top categories where customers are using this offering the most. "Flipkart Pay Later" currently exceeds even UPI payments, and the recently launched "Flipkart Pay Later EMI" continues to see excellent customer adoption, with a 10x jump in the number of daily transacting customers since the sale started, compared to a non-sale period.

There are 124 new cities/towns from where sellers transacted in the first 24 hours; these included Hingna (Maharashtra), Baghpat (Uttar Pradesh), Attingal (Kerala), Sambhal (Uttar Pradesh) and Dewa (Uttar Pradesh), and others. Top categories for marketplace sellers are Grooming, Mobile Protection, Home Furnishing, Household and Women Ethnic Contemporary.

Flipkart has onboarded over one lakh *kiranas* to date for its last-mile delivery program, across the length and the breadth of the country and has significantly expanded its supply chain across the country. The new warehouses in Haryana, Maharashtra, Karnataka, Gujarat, and others have generated lakhs of seasonal job opportunities in supply chain roles such as sorters, pickers, packers, and delivery executives. This festive season as well, Flipkart has added 1,15,000 jobs - an increase from 50,000 jobs in 2019, and 70,000 jobs in 2020.

TBBD, this year, is also one of the most inclusive and sustainable in its eight-year history with the Flipkart app being available in 11 Indian languages, enabling consumers from across the country to have a seamless e-commerce experience. In addition to this, most of the shipments are being delivered in sustainable packaging through electric vehicles across the country.

The democratic approach and the expanse of product choices have helped to meet the aspirations and drive consumption in Tier 2 cities and beyond.

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 customers, 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.

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