



Flipkart and Moj announce a collaboration for Video and Live Commerce

- ~ *This collaboration enables Flipkart to engage the next 200 million new-to-e-commerce customers via short-form content*
- ~ *Through an in-app integration, Moj users will be able to discover and shop from Flipkart directly*

Bengaluru - October 28, 2021: Flipkart, India's homegrown e-commerce marketplace and Moj, India's largest homegrown short video platform, today announced a collaboration to enable Video and Live Commerce experiences at scale. This will help Flipkart to scale video commerce in the country and engage the next 200 million e-commerce customers. Moj has the highest monthly active user base of over 160 million members, making it the largest among all Indian short-form video platforms today. Besides making e-commerce accessible to millions of first-time users, this collaboration also incentivises content creators in the Moj ecosystem by enabling new commerce-led revenue streams to deepen socio-economic impact.

A [recent report](#) published by RedSeer Consulting predicts that the gross merchandise value of live commerce through short videos would touch \$5 billion in India by 2025. This growth trend indicates prevalent consumer and market interest in this emerging segment of content-led commerce experiences.

In another recent study by Bain & Company, three in four Internet users (or 600 to 650 million Indians) will consume short-form videos by 2025. Among the various short-form video platforms in India, Moj has the highest active user base thanks to its expertise in AI/ML and content recommendation engine.

Speaking about the collaboration with Moj, **Ravi Iyer, Senior Vice President and Head, Corporate Development, Flipkart**, said, *"The rise of short-form video as a preferred content format across India today has created the right opportunity for us to pursue Video and Live Commerce at scale. The strategic collaboration between Flipkart and Moj will play a key role in onboarding the next 200 million e-commerce users while creating an ecosystem that benefits all stakeholders involved - from brands and sellers to content creators. Given the diverse cultural fabric of our country and with the intention to offer an inclusive e-commerce experience to every consumer, we continue to bridge the gap between audiences through our regional language interface experience which has played a key role in onboarding first-time consumers. Moj's wide reach through the Indic languages it operates in is another step in this direction. Today, we are at the threshold of creating a brand new e-commerce experience driven by the best technology and we believe this is going to be well-received by people across the country."*

Manohar Singh Charan, Chief Financial Officer Mohalla Tech Pvt Ltd., the parent company of Moj said, *"With the explosive growth our app has had since our launch, Moj has become home to the zeitgeist of the Indian youth. At Moj, creators are at the heart of everything we do and one of our key efforts is to help create stable long-term opportunities that help our*



creator community monetize their amazing content. The creator economy led revenue streams are globally seeing a massive upsurge and this collaboration with Flipkart is a step towards developing a concrete revenue stream for creators in India, while also enhancing the social experience of our users on the platform. This also opens the universe for creative in-app integrations towards personalized marketing. The seamless amalgamation of content and commerce will push brands to reimagine how they connect with their consumers and ignite the digital social commerce revolution in India.”

~ Flipkart and Moj aim to enrich the viewing experience on the Moj platform by providing convenient access to products that are being showcased by content creators.
~ Users will get a seamless content and commerce experience on Moj wherein they can buy tagged Flipkart marketplace products directly from the video screen

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

About Moj

With the highest monthly active user base of over 160 million users, Moj is today India's largest short video app. We take pride in providing our talented community of creators a platform to display their creativity to the world. With the largest music catalogue, a great camera experience and best in class content recommendation engine, Moj is built for an exceptional social experience. Available on both iOS and Android.

For further information, write to press@sharechat.co