



Flipkart is back with 'The Big Billion Days Specials', unveils special-edition products from over 120 brands

~ The 'Big Billion Day Specials' have been curated in partnership with leading brands and Bollywood celebrities across fashion, electronics, mobile phones, large appliances, personal care and handicrafts

~ The Big Billion Day Specials will be available from 3rd October onwards, till stocks last



Bengaluru – October 4, 2021: Flipkart, India's homegrown e-commerce marketplace, is making the Big Billion Days more special this year with the introduction of the *largest* range of 'Big Billion Day Specials' till date. These unique products will be available during the **8th Edition of The Big Billion Days powered by boAt** - India's leading audio and tech brand, scheduled between **3rd** and **10th October 2021**. The Big Billion Days Specials are a range of 120 products spanning across popular categories, co-created with leading brands, NGOs and Bollywood celebrities - including *limited-edition* products and *collectables* that are available for the first time during the shopping festival. From it's introduction in the 2019 edition of The Big Billion Days, the 'Specials' programme has tripled in scale and curates the most-awaited launches of the year. Flipkart continues to strengthen its ecosystem and bring brands and consumers closer to each other.

The concept behind *The Big Billion Days Specials* was to offer a curation of special products, that are *industry-first innovations*, which make the consumer's shopping experience a more memorable one, especially during the festive season. Some of the Big Billion Days Specials that customers will get access to this year include:



- Seven by Dhoni- MS Dhoni's new autograph range
- A launch of a jewellery gift box by Karisma Kapoor by Sukkhi
- Wrogn - Virat Kohli's special edition autographed wallets
- 1der by PUMA - New athleisure brand co-created with KL Rahul
- Soundcore- Life Note E limited edition by Saina Nehwal
- Lawman- Exclusive 'The Star Collection' range by designer Rocky S
- Boulton Audio Soulpods - With Voice Command by Vicky Kaushal
- Wrogn Active - New footwear brand launch in collaboration with AB de Villiers
- Madbury Flavor Fest - With 2 new flavors (Chilli Orange & Gulaab-e-Khaas)

Nandita Sinha – Vice-President, Events, Engagement and Merchandising at Flipkart, said, *"The Big Billion Days is a shopping festival that the entire country looks forward to every year and we consistently work towards making it bigger and better for all our partners, sellers and customers. Since the introduction of the Big Billion Days Specials in 2019, it has grown to become one of the most-popular offerings during this time. We are confident our partnerships and special edition products will help onboard new customers and chart a sharper growth trajectory for our partner brands. Our partnership with over 120 brands and co-creating special-edition products with celebrities ensures a wide offering this year and we hope this range makes the festive season even more special for people across the country."*

Sharing his experience on collaborating with WROGN for the Flipkart Big Billion Days Specials, popular South African Cricketer **Ab De Villiers** said, *"This has been quite a WROGN move for me personally. I am very excited to launch my first Active Footwear Collection with WROGN. The Activewear Range encapsulates offering for Running, Jogging, Gymming or sporting them the casual way around. The collection would be available for the consumers from across the country thanks to the launch happening on Flipkart, which is arguably India's favourite destination for online shopping."*

Speaking about his '1der by PUMA' collection which is available on Flipkart, **KL Rahul** said, *"I am super pumped to partner with PUMA for the launch of my athleisure range 1DER on Flipkart. The brand is an extension of me and my love for all things street. The most exciting part about creating 1DER has been the opportunities it's given me to meet great new people, but mostly the platform it has provided me to express my creativity. BBD is the biggest shopping festival and has successfully established itself in the minds of the consumers. The buzz around BBD makes it the perfect time to launch 1DER and I hope to reach millions of young fashion savvy consumers."*

Badminton star **Saina Nehwal** shares her thoughts on collaborating with Soundcore for the Flipkart Big Billion Days Specials, *"I am very overwhelmed and thrilled to launch my first signature audio collection with one of the most loved audio brands of India – Soundcore by Anker. The product Life Note E resonates with today's generation needs. It comes with fresh and exciting power-packed features with no compromise on style. Easy on the pocket and*



heavy on tech, this product with Soundcore shall be a game-changer for the industry. It is great to launch this product on Flipkart, one of the loved shopping destinations, it shall help us reach the last mile across every corner of India.”

Flipkart leverages data-driven insights and a deep understanding of what consumers are seeking to offer unique products that meet their needs and expectations with a strong value proposition. The Big Billion Days is synonymous with India's festive shopping season and with offerings such as the Big Billion Days Specials, Flipkart continues to change the way Indians approach festive shopping.

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.

For more information, please contact media@flipkart.com