



Flipkart launches new avatar of 'India Ka Fashion Capital' campaign as India's go-to lifestyle destination

The campaign aims to encourage lifestyle enthusiasts across the country to look no further and browse from the endless selection of fashion and beauty products

Bengaluru - November 26, 2021: Flipkart, India's homegrown e-commerce marketplace, launched the 9th edition of the 'India Ka Fashion Capital' campaign in a new avatar, with a focus on being a complete lifestyle destination. Featuring Bollywood's favorite couple Ranbir Kapoor and Alia Bhatt, the campaign encourages customers to upgrade not only their fashion wardrobes but everything else that encapsulates their daily lifestyle from beauty & personal care to home furnishing & decor.

Close on the heels of the wedding season, the new campaign showcases the latest influencer-inspired ethnic fashion along with exotic choices for home furnishing and decor, targeting aspirational customers who may be fence-sitters when it comes to making a purchase online. Conceptualized in collaboration with McCann World group, the campaign truly captures the essence of Flipkart being India's Fashion Capital that is delivering on an unparalleled range, quality, price, and access to the widest range of brands.

Speaking about the campaign, **Prasanth Naidu - Director, Marketing, Flipkart**, said, *"Flipkart has a strong understanding of customer needs, which has helped us provide them with best-in-class offerings over the years. Today's shoppers prefer to live a fashionable lifestyle that is both accessible and value-driven. With this campaign, our aim is to establish Flipkart as a value lifestyle destination that caters to various needs and appeals to a diverse demographic across the country. We are sure that Ranbir and Alia will create a unique connection with our target audience and inspire them to look at Flipkart as a one-stop-shop for all their lifestyle needs."*

The campaign is live on television and digital platforms for a period of 14 weeks. Set on a college campus, these TVCs are aimed at the youth whose aspirations for high-quality fashion are ever-evolving but their doubts at times, come in the way of their desires. The TVCs feature characters portrayed by Ranbir and Alia as college friends, showcasing their fun relationship with their quirky professor.

Credits:

Agency: Team McCann

Production House:

Dreampunk Films: Director - Shekhar Kamble, Executive Producer - Sahil Jadeja

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 400 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