



## Flipkart's Shopsy witnessed 4X revenue growth, backed by festive purchases

- *Shopsy's active user base grew 3.7X to what it was before September 2021*
- *Fashion, beauty, general merchandise and home leading the growth story*

**Bengaluru - November 30, 2021:** Flipkart's social commerce platform *Shopsy*, continues to witness strong growth through its consumers, sellers and resellers from across the country. Backed by festive fervor, the platform has seen 3.6x growth in new app downloads, crossing the 10 million+ mark on the play store, within five months of its launch. Since July 2021, *Shopsy* has received an overwhelming response from consumers and resellers across the country who hopped onto the platform for their 'shop & earn' needs.

*Shopsy* clocked in 4X revenue growth during this festive period, compared to the non-festive sale period, making it the top social commerce platform for consumers across the country. The platform's active user base grew 3.7X to what it was during the non-festive period. For *Shopsy*, categories including fashion, beauty, general merchandise and home (BGMH) led the growth story in October.

**Prakash Sikaria, Senior Vice President - Growth and Monetization, Flipkart,** said, *"With the n200 million digital consumers coming from Tier 2 and 3 cities, we want to build a community that truly democratizes commerce in the country. The social commerce landscape in the country is evolving at a fast pace, and with Shopsy we are building a sustainable platform backed by our technology prowess. Small businesses and sellers see immense benefit on what Shopsy as a platform has to offer them- ranging from zero commission to free shipping facilities. We continue to ensure digital commerce reaches the length and breadth of our country and help make lives better."*

**Kumud Jindal - Samridhee Creations, a seller with Flipkart's Shopsy from Jaipur,** said *"With Shopsy our ability to reach a wider audience base has increased drastically, as we leverage the power of technology to drive up sales. The fact that Shopsy charges 0% commission from sellers also adds to its charm."*

**Nabeel from FASTCOLORS, another successful seller on Shopsy from Chennai** said, *"Our hesitation of joining a new platform like Shopsy was washed away by the benefits that sellers get on listing their products. Especially during the festive season, things like 0% commission, getting the same settlement value for which we are selling to the customer, and the ease of uploading real-life pictures of our products really helped us establish transparency with our customers and boosted our sales. We are expecting even better growth with Shopsy in the future."*

According to a recent Bain & Company report on 'How India Shops Online - 2021', social commerce is set to democratize e-retail, with three in five social shoppers coming from Tier 2/smaller towns. Tapping into this opportunity, *Shopsy* has expanded its presence in new Tier 2 and 3 cities such as Bhatinda, Barpeta, Gandhinagar, Morena, Mandla, Muzaffarnagar, Raipur, Sri Ganganagar and Saharanpur during the festive period, unlocking the potential of digital commerce for under-served consumers.



*Shopsy* was launched by Flipkart in July 2021 with the aim to make digital commerce accessible across India through a zero-commission marketplace to boost local entrepreneurship. Since then, *Shopsy* has helped local & small businesses and women entrepreneurs adopt social commerce by simply reaching out to their trusted network of people on common social media apps. *Shopsy* has over 2.5 lakh sellers on the platform who provide 150 million products across 250+ categories. *Shopsy* is on track to enable over 25 million online entrepreneurs by 2023.

### **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.

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