



## Flipkart Launches Shopsy, a digital platform focused on boosting local entrepreneurship

- *Shopsy, by Flipkart, will provide opportunities to enterprising Indians to start their own online business with no upfront investment*
- *With Shopsy, Flipkart aims to enable over 25 million online entrepreneurs by 2023 as they reap the benefits of digital commerce*
- *Shopsy will offer 15 Cr products across Fashion, Beauty, Mobiles, Home and more for individual entrepreneurs*

**Bengaluru - July 1, 2021:** Flipkart, India's homegrown e-commerce marketplace, today announced the launch of *Shopsy*, an app that will enable Indians to start their online businesses without any investment. With the ability to influence their local network and fulfill their aspirations, users of *Shopsy* will be able to share catalogues of a wide selection of 15 Crore products offered by Flipkart sellers, ranging across Fashion, Beauty, Mobiles, Electronics and Home, among others with potential customers via popular social media and messaging apps.

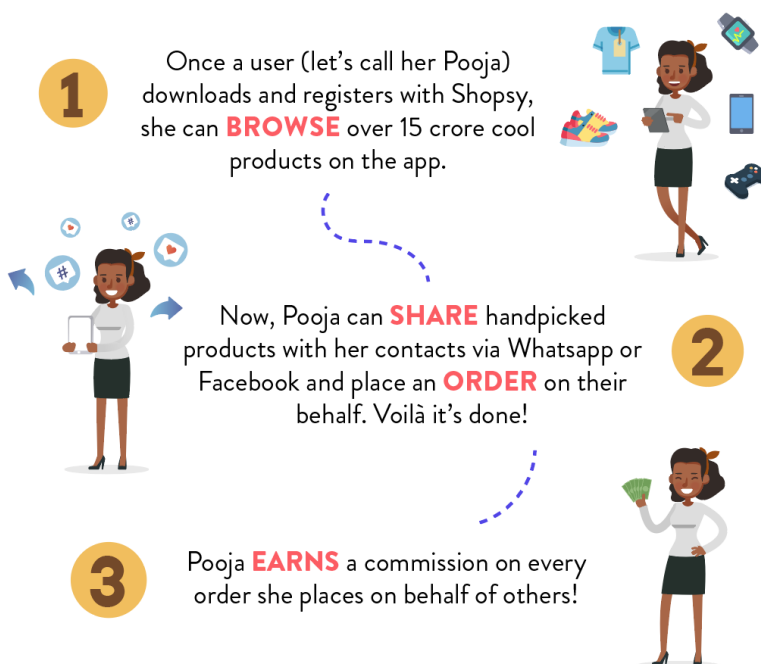
Users can simply register on the *Shopsy* app using their phone numbers, and begin their online entrepreneurial journey.

Budding entrepreneurs can now set up their business as long as they have access to a network of people that trust them, without the hassle of investment, inventory or logistics management.

These users can share catalogues with potential customers via popular social media and messaging apps, place orders on their behalf and earn commissions on the transactions. The commission percentage will vary depending on the category of products being

ordered. This platform aims at providing new to digital commerce consumers access to products by simplifying the process through interactions with a trusted person.

### HERE'S HOW SHOPSY WORKS





**Prakash Sikaria, Senior Vice President - Growth and Monetization, Flipkart,** said, *“Over the last many years, Flipkart has been committed to contributing towards creating direct and indirect employment opportunities across the country. Shopsy is launched to further that vision and provide additional earning opportunities for millions of enterprising Indians. Now, anyone from anywhere can start their online business with zero investment. In addition, we are opening up Flipkart's years of e-commerce expertise for Indian entrepreneurs. Entrepreneurs now will utilize Flipkart's catalog, established delivery networks, and infrastructure to bring reliability and speed. These benefits will help them enhance the end consumers' experience, which in turn help them grow their business.”*

Many online users in India do not transact online due to two key challenges - Trust and Simplicity. Globally, 'distributed commerce' as a channel has helped solve these problems and has seen tremendous growth. *Shopsy's* objective is to power e-commerce for communities and third-party channels where these users spend time/trust.

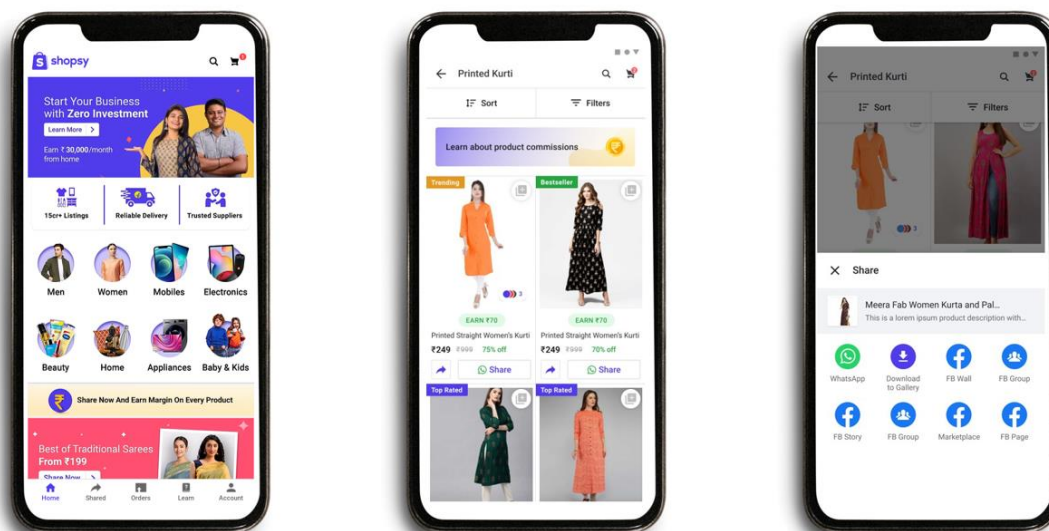
Further, with the onset of the pandemic, several individual entrepreneurs have struggled to realise their ambitions and faced logistical on-ground challenges that stalled their businesses to take off. The pandemic has further induced a structural shift in the way entrepreneurs conduct business, consumers shop and persuaded many small and micro businesses to adopt digital commerce to remain profitable. This has also created a huge opportunity for innovative e-commerce models that helps these businesses become digital brands, catering to pan India customer bases.

You can download Shopsy from:

<https://play.google.com/store/apps/details?id=com.flipkart.shopsy>



## A look at Shopsy interface



### 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. Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's e-commerce revolution, with a registered customer base of more than 350 million, offering over 150 million products across 80+ categories. Our efforts to democratize e-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. The recent launch of Flipkart Wholesale, our new digital marketplace, is a testament to our commitment to accelerate the growth of kiranas and MSMEs in India. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians. Together with Myntra, which holds a prominent position in the online fashion market, Flipkart Wholesale and Cleartrip, the Flipkart Group will continue to steer the transformation of commerce in India through technology.

For more information, please write to [media@flipkart.com](mailto:media@flipkart.com)

