



REALITY TV STAR BENAFSHA SOONAWALLA TURNS HOST FOR A NEW SEASON OF KHEL PAHELIYON KA BY FLIPKART VIDEO

~Launching this Sunday, the picture-themed, interactive quiz show is all set to enthrall the audiences only on the Flipkart App~

National, 12th November 2021: Flipkart Video is back with an all new and dhamakedar season of its popular riddle and picture themed, interactive quiz show **Khel Paheliyon Ka**. Joining the show, Instagram queen, VJ and popular reality TV Star, **Benafsha Soonawalla** will be seen donning a new avatar as the host of this season. Launching on 14th November, the VJ turned actor will engage audiences in a range of anagram and picture based riddles everyday in a 5-6 minute episode on the Flipkart App.

From Bollywood and sports to music and fashion, Khel Paheliyon Ka features questions from every topic, making it extremely fun and exciting for the audience. This season, Flipkart Video is shaking things a little bit to make the game more masaledar for the viewers. In each episode of this season, Benafsha in her fun and sassy avatar will talk audiences through four image based clues and viewers will have **30 seconds** to decode the common element in them with the help of an anagram. Users that guess the common link can stand a chance to win some exciting prizes along the way. In the wise words of our bubbly host, *"Images ko properly dekhna, warna prize haath se nikal jayega"*.

Commenting on her collaboration with Flipkart Video, Benafsha Soonawalla said, *"As an entertainer, I have evolved at every step of my journey. I have thoroughly enjoyed my stints everywhere. I'm really excited to be hosting the new season of Khel Paheliyon Ka on Flipkart Video. This show is so much fun and I'm sure all of y'all will feel the same just after watching the first episode! I am going to help my audience solve some interesting riddles every step of the way and win super duper exciting prizes. Koi Sawaal ka jawaab mushkil lag raha hain? Main Hoon na! Hum saath me khelenge aur jeetenge big.*

Think you can answer these simple questions? Then it's time to put on your thinking caps and win big, as season 2 of 'Khel Paheliyon Ka' goes live on the Flipkart App. Users can access the show, free of cost, by clicking on the Video icon at the bottom right of the Flipkart app's homepage.

Promo Link: <https://www.youtube.com/watch?v=5Eqy9-1QMQL>

About Flipkart Video

Flipkart Video is an in-app interactive video platform from India's homegrown consumer internet company, Flipkart. Launched in 2019, Flipkart Video is reimagining digital entertainment for the mobile world. With a tech-forward approach that combines interactivity and gamification for short-form snackable content, Flipkart Video continues to create a differentiated experience for mobile-first users. It combines content with commerce by rewarding users as they are entertained,



thereby truly elevating the user's journey on the platform. Flipkart Video continues to stand apart and stay ahead, as it carves a niche for entertainment and engagement in India.

For more details contact media@flipkart.com