



Flipkart taps potential in branded Kids Fashion segment with Hopscotch partnership

~ Witnessing a 60% Y-o-Y growth, Flipkart continues to democratise the branded kids fashion segment

~ Kids fashion witnessed the highest growth during the 2021 festive season

Bengaluru - November 25, 2021: Flipkart, India's homegrown e-commerce marketplace, has announced a partnership with Hopscotch, a leading Indian kids fashion brand, as it continues to create opportunities in the branded Kids Fashion segment in the 0-14 years age group. Flipkart will make available a wide range of kids branded fashion from Hopscotch across the country, as parents continue to place their trust in e-commerce for their shopping needs, which offers them extensive choice and quality products.

In the past year, Flipkart has witnessed a 60% YoY growth in the branded kids fashion segment, with a majority of new customers coming in from T2+ regions. The majority of customers shopping for branded kids fashion on Flipkart today tend to be in the 25-40 age group, and are more conscious about fabric composition and branded clothing for kids. Through this partnership, Flipkart has enhanced its branded portfolio and continues to further its value proposition of making high-quality premium branded products available to more than 400 million registered customers across the country.

Speaking about the launch, **Nishit Garg, Vice President – Flipkart Fashion**, said, *“When it comes to shopping for kids fashion, parents do not want to compromise on quality and we have observed a growing affinity towards trusted brands not just in metros, but in T2+ regions as well. At Flipkart, we’ve sharpened our focus on the kids fashion segment which has helped us scale the business to 3X in the past 2 years, with majority growth being driven by new customers. When shopping for children, trust and safety play a key role and we continue to address this requirement through the best product selection made available through the widest range of sellers and brand partners. The launch of Hopscotch is in line with this and we believe that their high-quality kids fashion products will bring immense value from a choice perspective.”*

Commenting on the partnership, **Rahul Anand, Founder & CEO – Hopscotch**, said, *“With increasing exposure to the latest trends, parents in India continue to seek fashion-forward choices for their kids that also offer great value for money. Seasonal collections are in great demand, especially in tier-2 and 3 cities, but access is limited. Hopscotch fills this void by featuring the trendiest kids fashion catalog at the most affordable price points. Our partnership with Flipkart will further enable us to reach millions of such consumers across the country.”*

Over the years, shoppers for kids fashion have been consistently seeking better quality, variety in design, more options to choose from and a range in price options. With an increasing number of online shoppers seeking a convenient shopping experience with a focus on affordable fashion without a compromise on quality and style, the launch of Hopscotch on Flipkart offers a wide



selection of the latest kids fashion to millions of consumers. Hopscotch specialises in curating the most fashionable and on-trend head-to-toe looks for infants, toddlers and preschoolers, through an amalgamation of style and functionality. Hopscotch presents a value-fashion range of stylish kids fashion starting at a price range beginning INR 349.

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 write to media@flipkart.com

About Hopscotch:

Hopscotch is one of India's leading kids' fashion brands, where aspiration meets accessibility. The brand features over 300 new and unique styles each day to parents across 1,500 Indian cities. Having delighted nearly 3.8 million Indian parents, Hopscotch has emerged as the most loved homegrown kids fashion brand.

Founded in 2012, Hopscotch is the brainchild of Rahul Anand, a Harvard Business School Alumnus. Inspired by a vision to empower Indian parents with the best selection in kids fashion, Hopscotch was built to successfully serve a fashion-forward, value-conscious Indian parent.

Hopscotch is backed by reputed institutional and individual investors, including RPG Ventures, India Infoline, Eduardo Saverin (Co-founder, Facebook), Wei Yan (CTO and Co-founder of Diapers.com), late Toivo Annus (CTO and Co-founder of Skype), and Nisa Godrej (MD, GCPL) among others. For more information, please visit - <https://www.hopscotch.in/>