

Flipkart's Shopsy launches a brand new TVC campaign with Sara Ali Khan

- *Highlights the affordability and availability of expansive range of products with two new TVCs*
- *The campaign will air on major TV channels, digital platforms, and YouTube*

Bengaluru – March 02, 2022: Flipkart's social commerce platform, Shopsy rolled its latest campaign *'It happens only on Shopsy'* highlighting its value proposition as a hyper value platform with unbelievably low prices that warrant unexpected reactions depicted through its tagline *'Shopsy pe prices aise lage free jaise'*. The campaign aims to reach the masses specifically in Tier 2 and beyond cities across the country.

Built on deep and extensive consumer insights, Shopsy unveiled this campaign to bolster its position as a value-driven shopping destination for all seasons and occasions. Created by Tilt Brand Solutions Private Limited, the campaign features two ad films that are based on the reality of the current market where customers are so accustomed to high prices that they are taken by surprise when they receive high value products at incredibly low prices.

The two specially curated ad films are aligned keeping in mind Shopsy's key value propositions - affordability and convenience. In the first one, we witness Sara Ali Khan's encounter with a delivery person who refuses to accept extra money for an item worth 5 rupees. Sara is awestruck by the price and her excitement soon turns into a dilemma as she cannot fathom the item being priced at rupees 5! The film closes with the delivery person slipping in the change under her door slot. In the second film, we see a woman, played by Ayesha Raza Mishra, standing in the queue, when a girl, enacted by Sara Ali Khan, approaches towards her and requests the woman to hold her bag for a moment. It then suddenly turns into a conversation when the woman compliments the bag after which the girl offers to give her bag to the woman. The girl immediately empties her bag and gives it to the woman educating her about the unique offers and wide range of choices available on Shopsy.

Talking about the campaign, **Prakash Sikaria, Senior Vice President - Growth and Monetization, Flipkart**, said *"Our priority with Shopsy since inception, has been to pay close attention to our customers' nuanced needs and provide them with best offerings leveraging Flipkart's established delivery networks, infrastructure and technology. Today's shoppers prefer an expansive range of offerings that is both easily accessible and value driven. This campaign is yet another step towards establishing Shopsy as a one-stop destination that caters to customers' various needs while committing to deliver value."*

You can watch the TVCs here:

[Home Film](#)

[Bank Film](#)

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.

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Flipkart Health+ 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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