



Flipkart Health+ launches its maiden campaign 'Ki Khobor' in West Bengal

- *The campaign introduces the digital healthcare marketplace platform to West Bengal with the use of kidults*

Watch the film [here](#)

Kolkata - April 27, 2022: Flipkart Health+, the digital healthcare marketplace platform of India's homegrown Flipkart Group, recently launched its maiden campaign - "Ki Khobor". The campaign film tailored for the West Bengal market focuses on the colloquial language and customer insights while looking at ailments and healthcare requirements. The company recently announced the rebranding of SastaSundar to Flipkart Health+ and launched its new app.

Flipkart Health+ is a tech-platform which enables access to genuine medicines and healthcare products and services for millions of customers across the country. Owing to the rising significance of healthcare in recent times, Flipkart Health+ aims to cater its customers in West Bengal where health is taken very seriously. Through creative storytelling and local phrases the film builds a local connect and seamlessly portrays the transition of Sastasundar.com into the Flipkart Health+ app. The film gradually takes the audience through various familiar situations resonating with the Bengali audience focusing on how every conversation eventually transforms into a conversation about health.

The film conceptualized by Lowe Lintas aims to engage with the regional market by tapping on local emotional connections with the target audience while positioning Flipkart Health+ as a preferred healthcare platform for genuine and affordable medicines.

Speaking about the campaign, **Dhruvish Thakkar, Senior Director, Head of Revenue and Marketing - Flipkart Health+**, said, "We are extremely pleased to launch our first TV commercial campaign for Flipkart Health+. The TVC effectively communicates the needs of the consumer and how our primary offerings come into play. West Bengal is one of our key markets, and we are happy to serve customers here. Our market research suggests that healthcare is one of the most favorite topics of discussion. Thus, we have tried to capture the local flavor with situational frames highlighting our core offerings."

Commenting about the campaign, **Arpan Bhattacharya, Group Creative Director, Lowe Lintas**, said, "The Bengal market is unlike any other in India, especially when it comes to healthcare. With customers here being fairly focused on well being and healthcare, the everyday conversations also circle around it. To announce the transition of Sasta Sundar to Flipkart Health+ in Bengal, we decided to use this as our starting point. We crafted a story depicting a day in the life of a customer. The use of Flipkart kidults has a great recall and helped us to infuse a touch of humor and freshness in our storytelling and we hope the communication strikes a chord with every Bengali out there."

Available on the Android Play Store, the Flipkart Health+ app can be accessed on low bandwidth as well, making it accessible to customers across the country.

About Flipkart Health+

Flipkart Health+ is the digital healthcare marketplace platform that is a part of the Flipkart Group - India's homegrown consumer internet ecosystem. Flipkart Health+ aims to provide millions of customers across the country access to quality and affordable healthcare through genuine medicines and healthcare products delivered to them. Flipkart Group acquired a majority stake in SastaSundar.com marketplace platform in 2021 to synergize its in-depth expertise to enable customers with high-quality medicines and healthcare products and services in the health-tech ecosystem through Flipkart Health+. The platform would benefit from the experience and expertise of the Flipkart Group, which includes its pan-India reach and technology capabilities, along with SastaSundar.com's in-depth expertise to provide customers with an array of genuine offerings in the health-tech ecosystem.

For more information, please contact media@flipkart.com