



Flipkart introduces 'Student's Club' in a pathbreaking move to provide curated shopping benefits to students across the country

- *The new virtual storefront on the app will offer verified students in the age group of 13-25 years, access to a curation of products, brand memberships and deals*
- *A study and focused discussion with student shoppers surveyed by Flipkart indicated a need for such a customized program*

Bengaluru - May 30, 2022: Flipkart, India's homegrown e-commerce marketplace, today announced a one of its kind initiative to cater to millions of Indian students and support their academic, athletic, cultural, social and extracurricular interests. Flipkart is rolling out a dedicated virtual storefront on its app, called the '*Flipkart Student's Club*', that has been designed keeping in mind the daily needs of students. This store will see participation from hundreds of brands, offering a wide selection to enhance students' shopping experiences.

The new initiative aims to bring millions of students from across the country closer to brands and services that will improve their experience and provide them with products and benefits with access through a one-stop-shop. The program has been designed to onboard students through a simple verification process to access a curation of products across categories, including electronics, fashion, personal grooming, mobiles, furniture, stationery, decor and small appliances, which are available on the marketplace from the lakhs of sellers across the country.

Flipkart connected with hundreds of students and parents from various age groups, from a mix of cities, including metros and tier 2 towns, to understand their pain points, requirements and wishlists and how to improve their experiences. The insights revealed that access to services including the latest software, OTT subscriptions, edtech courses and affordability of premium brands was of key interest. Flipkart has designed the Student's Club program keeping in mind these insights from these discussions.

Today close to 20% of Flipkart's customers who shop for various products related to academic, athletic, cultural, social and extracurricular interests are from the students' fraternity from across cities and towns. They also form a growing base of customers, constituting close to 32% of all e-commerce shopping. Through the Flipkart Student's Club, students and parents can browse through an extensive curation of brands, including Apple, Samsung, Dell, Lenovo, Xiaomi, Puma, Levi's, United Colors of Benetton, Adidas, Skechers, Lakmé, Maybelline, Nivea and Yonex etc. across products such as - audio devices, laptops, mobiles, footwear, accessories, apparel, notebooks, water bottles, sunscreen, yoga mats and more.

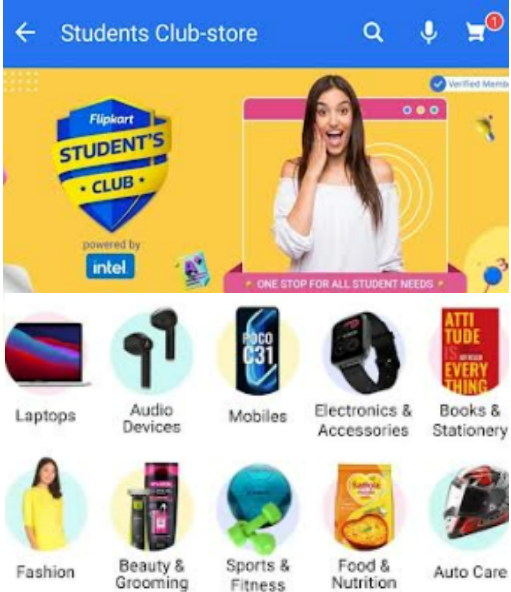
Commenting on the initiative, **Prakash Sikaria, Senior Vice President - Growth and Monetization, Flipkart**, said, "*At Flipkart, we are continuously innovating and working towards bringing tech-enabled*



solutions to serve our customers better. Considering the digital shopping inclination of students, the lifetime value they bring to our platform and their ability to influence the shopping behavior of peers and families, they are a high priority audience for us at Flipkart. With the Students' Club program, we aim to create a dedicated student-focused platform that will cater to their nuanced needs. We also look at this as an opportunity to make brands and products accessible to more students from across regions in an affordable manner. We hope we will be able to add value to millions of students every day and help elevate their shopping journey.”

HOW IT WORKS: FLIPKART STUDENT'S CLUB

- ~ Students and parents can visit the Flipkart app and look for 'Flipkart Student's Club' in the Trending store section
- ~ A simple verification process needs to be completed by providing Aadhar card details and a one-time KYC authentication
- ~ Parents of minor students can undergo the same process to set up for them
- ~ Post this, the student/ parent will be prompted to enter the OTP received on the mobile number linked to the Aadhar card
- ~ After successful verification, all the benefits of Flipkart's Student's Club can be availed



About the Flipkart Group

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