



Flipkart's 'End Of Season Sale' set to bring cheer to lakhs of sellers and fashion shoppers

- *Close to 2 lakh fashion sellers to participate in this end of season fashion event, serving millions of customers*
- *The event will see participation from over 10,000 top brands offering 10 lakh+ styles across fashion and lifestyle*
- *Introduces a 24X7 live commerce for the first time to serve customers from across geographies, including metros, tier 2 and tier 3 towns*

Bengaluru - June 6, 2022: Flipkart, India's homegrown e-commerce marketplace, has announced its end of season sale (EOSS) event, which will bring cheer and festivities to millions of customers as close to 200,000 sellers, and more than 10,000 brands come together to bring a wide selection of fashion, beauty and lifestyle products. This year's EOSS, which begins on June 10, 2022, looks to celebrate the heightened post-pandemic consumer sentiment.

The weeklong event, EOSS, over June 10-17, will see the introduction of 24X7 live commerce for the first time on the Flipkart app, offering customers a wide selection to choose from as they look at refreshing their wardrobes. It will see participation from over 10,000 top brands offering 10 lakh+ styles of fashionable apparel and accessories for women, men and children.

To reach out to millions of customers across the country, who eagerly wait for EOSS to access a wide range of fashion and lifestyle products, the Sellers will offer a wide range of brands to offer more than 10 lakh styles, fulfilling the customer requirements.

In line with customer demand, the event is bringing together a wide variety of styles in casual wear, ethnic wear, formal and seasonal wear including footwear, men's and women's apparel, fashion and travel accessories and kidswear. While the event is open for all Sellers and Brands to participate, some of the top brands participating this season include home-grown D2C brands such as Being Human, Ruf & Tuf, Campus, Cultsport, Urbanic, Hershienbox and Mokobara, Fubar, AAdi, Krassa and The Kapas, ethnic wear brands such as Libas, Biba, MAX, activewear brands including Nike, PUMA, Adidas, HRX, Fastrack. Brands including Peter England, Blackberrys, Arrow, and Woodland will feature in the formalwear selection and Allen Solly, Jack and Jones and Crocs, will feature in the kids' wear section.

Connecting customers from India and Bharat alike

In order to serve customers from metros and from emerging tier 3, tier 4 towns, Flipkart has introduced Fashion TV, a 24X7 live commerce feature that will enable sellers and



hundreds of brands and influencers to interact with customers in real-time. Poised to create a unique personalised experience for customers, this unique initiative will enable customers to browse an expansive assortment of short format live videos, just as if strolling through a mall and purchasing displayed fashion styles instantly. There will be 4 formats of live prime time shows including- brand led lives, celeb led lives, game time lives and season's top trends show. In addition, participating brands and celebrities will co-host a series of 100 live sessions for 10 hours daily to offer a wide range of time bound offers rolled out periodically. The interactive format will significantly boost customer trust and participation in the event.



Commenting on the event, **Sandeep Karwa, Vice President, Flipkart Fashion** said, *“Flipkart always aims to bring joy to people, in big ways and small, through a diverse offering on our platform. The End Of Season Sale is truly a festival for us. And given the phenomenal response it has received through the years; we are sure our customers and partners share this sentiment. As a marketplace platform, we are bringing sellers, brands and customers together while leveraging technology solutions to bring unparalleled value to our customers. Every season, Flipkart observes consumer behaviour and works collaboratively with thousands of brands in the ecosystem, to bring forth the best products and offers. After a two-year hiatus, we look forward to making this season a memorable one for everyone involved. We are confident that this event*



will propel our endeavour to onboard the next 200 million customers and chart a sharper growth trajectory for our partner brands.”

Lifestyle choices delivered ‘Quick’

During the EoSS Flipkart will also offer a quick 60 minute delivery across 650+ pin codes across 9 cities; for a wide range of assortment for Watches & Accessories from premium brands like Emporio Armani, Tommy Hilfiger, Fossil, Casio, Lacoste, Guess & others.

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.

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 democratise 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