



SuperCoins witnesses a new phase of growth across Flipkart, PhonePe, Myntra and Cleartrip

~ SuperCoins are rewards that consumers can earn on every single purchase across the Flipkart Group including Myntra and Cleartrip ~ 58% of today's SuperCoin customers are from T2 & T3 regions across India

~ 74% increase in overall SuperCoins redemptions this past year

Bengaluru – June 2, 2022: Flipkart, India's homegrown e-commerce marketplace, has seen tremendous growth for its *SuperCoin* reward program across categories in the past year. The multi-brand reward ecosystem that rewards consumers and enables them to redeem coins on every single purchase across Flipkart, Myntra, Cleartrip and PhonePe, today sees close to 1.5 billion SuperCoins issued every month.

SuperCoins can be redeemed while buying any product from the participating sellers on Flipkart and also while accessing the rewards store among other options, purchasing the latest fashion styles on Myntra, making travel bookings on Cleartrip or to pay over thousands of select merchants through PhonePe. 58% of today's SuperCoin customers hail from T2 & T3 regions in India, which is aligned to the intention of making loyalty rewards accessible to the larger Indian population. 50% of these rewards are claimed across categories such as Household items, Grooming accessories, Men's Clothing, Food and Nutrition, Makeup & Fragrances, Healthcare, Baby Care, Fashion Wearables and Women's Westernwear.

To reward consumers and make their shopping experience holistic, Flipkart has strengthened this program with partnerships with participating retail outlets where these rewards can be redeemed. This unique rewards ecosystem from Flipkart is designed to bring value to millions of shoppers across India.

Sharing his views on the growth of the SuperCoin program, **Chirag Vora, Senior Director, Loyalty Program, Flipkart**, said, *"At Flipkart, we have consistently innovated to make e-commerce more inclusive and democratize access for all. Our SuperCoins program was created with a vision to nurture customer relationships, enhance every single shopping experience and deliver increased value."*

Srinivasan Subramani, Director - Loyalty, Myntra, said, *"Supercoin integration enables our loyal customers, 'Myntra Insiders', to redeem their loyalty coins across the Flipkart Group ecosystem. So beyond our wide offerings of 50+ new rewards on the Myntra Reward Store, it allows the customer a choice to redeem across a wider range of options across categories. We have seen notable improvement in redemption metrics after the introduction of SuperCoins."*



Sharing his views, **Deep Agrawal, Head of Payments, PhonePe**, said, *“We are excited to partner with Flipkart to enable SuperCoins redemption on the PhonePe platform. This will empower millions of PhonePe consumers to seamlessly transact using the accrued SuperCoins at our merchant locations; thereby significantly increasing the use cases for utilization of their SuperCoins.”*

Prahlad Krishnamurthi, Chief Business Officer, Cleartrip, said, *“Through the introduction of the SuperCoins program across our platforms, we have been able to seamlessly offer additional value to our customers by enabling a loyalty and rewards ecosystem that allows customers to earn and redeem their SuperCoins on Cleartrip. Since the launch, we have witnessed an impressive 20% redemption on travel bookings and expect to see a wider adoption of our customers redeeming their SuperCoins for their flight and hotel bookings on Cleartrip.”*

The SuperCoin program is designed to provide benefits to millions of customers who shop on Flipkart, where every single purchase over INR 100 results in earning SuperCoins. With SuperCoins, shoppers get extra value on every purchase and earn rewards for every rupee spent, in the form of a cashback. With millions of new shoppers embracing e-commerce this past year, SuperCoins has seen a growth of over 74% in people redeeming their SuperCoins.

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 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 contact media@flipkart.com



ANNEXURE

Below is a step-by-step guide on using and redeeming Supercoins.

Link Flipkart SuperCoins to Myntra, PhonePe and Cleartrip Hassle Free:

As long as you sign in with your registered Flipkart number on each of these platforms, you can seamlessly access your SuperCoins balance on the platform of your choice by linking your account.

How to Earn SuperCoins on Flipkart, Myntra, PhonePe and Cleartrip

While SuperCoins can be redeemed across Flipkart, Myntra, Cleartrip and PhonePe, they can be earned when shopping on Flipkart, Myntra and Cleartrip

- **For Flipkart:** You can earn SuperCoins for every INR100 spent on the platform, apart from purchasing gift cards and Gold Coins. Flipkart Plus customers earn 4 SuperCoins and Flipkart Non-Plus members earn 2 SuperCoins with every INR100 spent.
- **For Myntra:** Myntra customers who are part of Myntra Insider loyalty program, earn SuperCoins with every purchase. The number of coins earned varies depending on the tier of the customer. Myntra has a 3 tiered loyalty program; with tiers called Icon, Elite & Select.
- **For Cleartrip:** You can earn 2 SuperCoins for every 100 INR spent on every flight booking on Cleartrip, and upto 50 SuperCoins in a single transaction.

Option to select the number of SuperCoins you want to redeem

How many is too many? You can redeem your SuperCoins on Flipkart and Myntra on all your transactions. On Cleartrip and Phonepe, you can only redeem your entire SuperCoin balance and pay for any remaining amount.

Maximum amount you can pay using SuperCoins

You can redeem your balance up to your full order value on Cleartrip and PhonePe. On Flipkart and Myntra, you can use a part of your SuperCoin balance to get access to the best deals. On Cleartrip, SuperCoins can be redeemed only on flight bookings and cannot be redeemed to pay convenience fees.

For more details on SuperCoins, the multi-brand reward ecosystem, visit [Flipkart Stories](#)