



Flipkart conveys ease of shopping and trust with its new campaign: Introduces Alia Bhatt as 'FlipGirl'

~ The campaign is based on the insight that Indian shoppers want their selection at a great price in super speed - without compromising on the experience

Bengaluru – July 07, 2022: Flipkart, India's homegrown e-commerce marketplace, has strengthened its communication as a trusted e-commerce partner for millions of consumers across the country as it unveiled its promise of '*Super products at super prices with super speed*'. To communicate this fresh approach, the brand is bringing Alia Bhatt in the avatar of a 'FlipGirl', as the '*superhero*' protagonist, for the Indian shopper seeking a saviour to affirm their 'wishlist'. Alia Bhatt as 'FlipGirl' comes to the rescue of millions of online patrons across the country.

The new campaign aims to communicate Flipkart's commitment to democratizing e-commerce and premium brands, making them accessible through faster delivery across the country,



establishing itself as the go-to destination for consumer needs. In a very fun way, the campaign brings forward the fact that products across categories, including mobiles & electronics, fashion & lifestyle, home accessories & beauty, are made available conveniently and delivered to customers' doorsteps across the country.

Dressed in a cape with Flipkart's signature blue and yellow colours, Alia, as a 'FlipGirl', has a sharp eye to avert any danger and help people in need. While saving them from dangers, she also saves the day by offering them advice to shop on Flipkart for '*Super products at super prices with super speed*'.

Talking about the new positioning, **Dushyanth Jayanty, Vice President, Marketing, Flipkart**, said, "*Since its inception, Flipkart has promised and delivered a great selection at fantastic value delivered at speed. And this has only gotten stronger. This is what we wanted to remind shoppers of - they can count on Flipkart to save their day. 'Flipgirl' embodies this for us, and Alia Bhatt's fantastic skills have brought that to life. So next time, users do not have to compromise on selection or speed to get fantastic value - they can listen to Flipgirl and just shop on Flipkart!*"

Hemant Badri, Senior Vice President & Head of Supply Chain, Flipkart, said, "*Flipkart's robust supply chain is established across the country where products are received from the seller and then packed and delivered safely to the customers. As the festive season kicks in, customers across the country are looking for a companion who can help them answer their*



need for fast delivery without compromising on product quality and selection. Our robust tech-enabled supply chain will ensure 1-hour delivery to same-day delivery across pin codes, and the Flipgirl concept communicates that to millions of customers across the country.”

Alia Bhatt expressed, *“Flipkart as a brand is very close to my heart. As an actor, it is important that our characters and stories reach the remotest parts of India. Similarly, Flipkart’s Flipgirl will ensure fast deliveries across all corners of India, making it easier for all of us to shop online. I am extremely delighted to portray Flipgirl with this unique ad campaign which helps people affirm their evolving shopping needs.”*

Conceptualised by McCann World Group, Flipkart has devised a 360-degree campaign with a judicious mix of channels to reach its dynamic set of consumers in multiple languages across demographics.

TVC Links:

Main Film (Mobiles): <https://youtu.be/tpwundxlnqc>

Main Film (Electronics): <https://youtu.be/VpkXMFkjALk>

Main Film (Beauty): <https://youtu.be/qlp2bdRFOcg>

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

