

Shopsy celebrates a successful one year with delighted customers and sellers alike

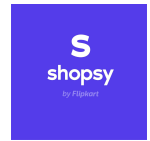
- Aims to clock in around 100 million users by the end of 2023
- Shopsy has over 2.5 lakh seller-base with 150 million products

Bengaluru – July 1, 2022: Flipkart’s social commerce platform *Shopsy* has today marked one year since its launch in India. Introduced in July 2021, many small business owners took sanctuary in *Shopsy* amidst the uncertainty brought by the pandemic, while it carved its way to social commerce in India. Today as millions of Indians surf *Shopsy* to place orders, the platform celebrates its success with its myriad sellers and a growing customer base.

Shopsy made it easy for local entrepreneurs to come on board and redefine the spirit of entrepreneurship pan-India. Today, *Shopsy* has **over 2.5 lakh seller-base** with **150 million products** ranging across fashion, beauty, mobiles, home, and much more. As it leverages the capabilities of Flipkart’s well-established network and technological capabilities, *Shopsy* ensures higher levels of reliability and reach in every small city and town it is present in. Boosted by strong growth in 2022, *Shopsy* has been growing at a steady pace and over the last six months, it has recorded a **2.7X increase in the units sold** and a **4X spike in the monthly new customer base**. With a commitment of democratizing e-commerce across India, nearly **70%** of *Shopsy*’s customers today come from **tier 2 and beyond cities**.

Prakash Sikaria, Senior Vice President, Growth and Monetization, Flipkart, said, “Over a year ago, we envisioned a model to offer quality products to our customers in tier 2 and beyond cities by providing access to a wide range, at affordable prices. We are delighted to share that our vision has seen commendable success over the past one year while positively contributing to the entrepreneurial sector in India. It is heartwarming to see the overwhelming response that *Shopsy* has garnered from its customers, and sellers alike which reflects in the steady growth we are seeing today. As we progress in our journey, we remain committed to enabling digital commerce for every individual in India thus, making shopping easily accessible and convenient for all.”

Shopsy has been a strong force for millions of sellers registered with manufacturers, artisans and weavers from across the country in addition to many enterprising women, encouraging them to join the platform and begin their entrepreneurial journey seamlessly.



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