



Flipkart Promises to Deliver Festive Cheer through a Revamped App Experience; Onboards Lakhs of Sellers, Kiranas, MSMEs and Best of Brands Ahead of The Big Billion Days 2022

- One of India's most awaited shopping festivals is back and is all set to begin from **September 23, until Sept 30, 2022** with an early access for Plus customers and an option of pre book across categories
- Lakhs of sellers, Kirana delivery partners and MSMEs from across the country have been onboarded to provide access to customers with high-quality, differentiated selection across price points
- Flipkart Wholesale will bring forth unique offers for its kirana members, while also strengthening their operations and value proposition
- Flipkart Health+ and Flipkart Hotels will also provide access to a wide range of services to customers during TBBD
- As many as 130 Big Billion Days specials have been announced and designed by 90+ brands across fashion, electronics, mobile phones, large appliances, personal care, and handicrafts categories
- Customers will enjoy a revamped shopping experience, with a newly designed app, enhanced with easy discoverability and technology-led features like enhanced UI Experience, Image Search, Live Commerce, Brand Mall mode and Virtual Try-Ons
- An '*open box delivery*' on select high value products such as mobiles and electronics
- New gamification initiatives such as Coupon Rain, Treasure Hunt and Spin The Bottle will allow customers to avail attractive offers in an immersive format
- Customers will enjoy access to affordable and seamless shopping experience through discounts, cashbacks and pay later options provided by leading banks in the country
- Eligible customers on the platform will be offered credit access on products by NBFCs and fintech players

Bengaluru - September 13, 2022: Flipkart, India's homegrown e-commerce marketplace, is back with the 9th edition of its flagship event, The Big Billion Days (TBBD). All set to kick off the country's festive season, this year's TBBD, which will begin from September 23 until September 30, 2022, will see millions of consumers, sellers, MSMEs, and Kirana delivery partners, coming together from across the country for an inclusive festive season.

With innovation, impact and inclusivity at its core, TBBD this year will ring in the festive cheer with exciting offerings going live on the Flipkart app. This will include a gamification experience through '*Coupon Rain*' which will allow customers the opportunity to play with their family and friends, and includes rewards that will make the festive season special. This year, customers will have a chance to pre-book their products across categories such as Beauty, General Merchandise, Home, Electronics and Lifestyle by paying INR 1 as a token advance. On the Video Commerce platform, Flipkart will also enhance consumers' entertainment experiences



through interactive shows and offerings that come with commerce-linked rewards. This year customers will also get access to an attractive selection of unique products under the 'TBBD Specials', offering industry-first innovations that are designed to make consumers' shopping experience memorable. Customers will see 130 'Special Edition' collectibles from 90+ brands across categories bringing a wide assortment of 10,000+ new products. They will also be provided access to a wide assortment of new products co-created by brands and beloved celebrities such as Virat Kohli, Kriti Sanon, Chef Vikas Khanna, Ayushmann Khurrana, Ranveer Singh, Hrithik Roshan, P V Sindhu, and K L Rahul to name a few. Shoppers from across the country will get access to special merchandise to add to their festive collection.

Announcing the launch of The Big Billion Days 2022, **Kalyan Krishnamurthy, CEO - Flipkart Group** said, *"Over the years, The Big Billion Days (TBBD) has become an experience which customers, sellers, and the entire ecosystem eagerly looks forward to, and all our efforts are dedicated towards making it bigger and better every year. As India's homegrown e-commerce marketplace, we pride ourselves in being close to customers and intimately understanding their needs and expectations. TBBD also illustrates our commitment towards providing access to quality and affordability to the customers and boosting the economy through our operations in a sustainable manner while creating jobs, and livelihood opportunities across the country. Our growing ecosystem of sellers, MSMEs, Kirana stores, and other partners will witness us seamlessly fulfilling the customers' evolving requirements across the various nooks and corners of the country."*

TBBD is an opportunity for sellers across India to access a customer base of millions, which allows them to grow their own businesses at a rapid pace. Flipkart has introduced several programs for sellers, along with several industry-first strategic policy changes focused on the growth of a democratic seller ecosystem.

A More Robust and Sustainable Supply Chain

Flipkart continues to expand its supply chain capacity, both in first and last-mile delivery. This year, Flipkart has onboarded hundreds of last mile delivery hubs across the country and its largest **fulfillment center** in Haringhata, West Bengal which alone will process one million shipments a day.

Flipkart has also rolled out an option of open box deliveries for high value items such as mobiles and electronics. As part of the **Open Box Delivery** process, the Flipkart wishmaster (delivery partner) will open the product at the time of delivery, in front of the customer, who needs to accept the delivery only if their order is in an intact state. As a customer focussed initiative, this is to further strengthen the trust from customers. Open Box Delivery is currently applicable on certain brands across select PIN codes in India.

TBBD 2022 is also going to weave in sustainability efforts, with most of the shipments being processed in sustainable supply chain facilities and delivered through a fleet of thousands of electric vehicles (EVs) across the country.



Strengthening Kirana Delivery

Flipkart has strengthened its kirana delivery by onboarding over **two lakhs** partners across the country who will deliver a range of products including apparel, home, sports and groceries. This will enable customers across the country, including metros, tier-2+cities and rural areas, access to a wide range of products on the platform.

Value for B2B - Flipkart Wholesale

This year once again TBBD will extend the festive cheer to its B2B members, by Flipkart Wholesale providing access to attractive offers spanning a host of products and great margins across a wide range of categories.

Provide Access to Affordability in Tier II and Beyond Markets

This year customers will get access to a more affordable shopping experience with increased accessibility to credit, by leading banks. While these banks are **offering 10% instant discount on Debit Cards, Credit Cards and EMI transactions, Paytm, the pioneer of digital payments, is offering 10% assured savings on Paytm UPI and Wallet.** In addition, **through Flipkart Pay Later**, the financing partner will offer customers a **credit of up to ₹1 lakh**, which can be repaid the following month or in easy EMIs. Customers can also combine Flipkart Pay Later limit with any other prepaid third-party options and offers available at the time of checkout. Other offerings include a **No-cost EMI facility for Bajaj Finserv EMI card holders.**

Through these partnerships, Flipkart aims to extend access to affordability options to the eligible audiences across India and offer them access to 250 million+ product offerings on its platform.

Other Diversified Customer-Offerings

This TBBD, customers across the country, especially in Tier-2 and Tier-3 cities, can get access to genuine medicines and healthcare products through Flipkart's newly introduced Medicines category at affordable prices.

Adding to such offerings is also the platform's hotel-booking service, Flipkart Hotels, which will give customers access to flexible and affordable booking options along with easy EMIs, assisting 3 lakh domestic and international hotels with room bookings across metros and beyond tiers.

Flipkart's Jeeves will also enable a comprehensive post purchase solutions, while providing buyers with hassle-free Installation/uninstallation, Demo, Repair, Maintenance and other value added services.

Revamped shopping experience

This year during The Big Billion Days, shoppers will get to indulge in an improved and enhanced



experience on the Flipkart app. The completely revamped experience is created to delight shoppers by focusing on visual design, ease-of-navigation, easy discoverability of deals and products, and an immersive and interactive experience with influencers and celebs.

This year will also see a slew of other new launches, games, interactive videos, live streams and rewards and coupon distribution via gamification throughout TBBD.

This immersive experience includes image search to simplify and narrow down the product discovery journey for customers and to overcome vernacular and linguistic barriers, video cataloging, to provide an interactive shopping experience, and a new premium product packaging pilot, among other things. The new season launch will also bring attractive fashion and lifestyle offerings to tier-2 regions across the country and beyond. Personalized AI initiatives are also being rolled out to boost engagement.

Shoppers looking for branded products and a more premium shopping experience can now also switch to the 'Brand Mall' mode. The Brand Mall mode has been introduced as an assisted shopping experience on the app with a premium user interface to enable customers through easy discovery and navigation of premium, branded products across categories including fashion, lifestyle, mobiles and electronics.

This year, Flipkart has partnered with India's favorite celebrities, including Amitabh Bachchan, Alia Bhatt, MS Dhoni who will be seen in creative avatars as they celebrate Flipkart's biggest Big Billion Days event. With SuperCoins revolutionizing the loyalty rewards landscape, customers can also continue to avail myriad benefits on every purchase, for an even more fulfilling shopping experience.

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 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. Together with its group companies, Flipkart is committed to transforming commerce in India through technology.

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