



Flipkart kicks off the festive celebrations for the upcoming Big Billion Days

- *To bring lakhs of sellers, Kirana delivery partners and MSMEs from across the country together for an inclusive festive season*
 - *Customers to get The Big Billion Day price on select products before the commencement of the event via multiple innovative constructs like Sale Price Live*
- *Rolls out over 130 Special Edition collectibles, designed in collaboration with 90 + brands as its Big Billion Days Specials across fashion, electronics, mobile phones, large appliances, personal care and handicrafts*
 - ~ *Partners with Axis Bank and other leading banks to enable affordability and shopping convenience for festive shoppers*
 - ~ *Offers credit access for more than seventy million customers on the platform through its partnerships with leading banks, NBFCs and fintech players*
 - ~ *Unique and never-before selection across top categories such as Mobiles, TVs, Appliances, Fashion, Beauty, Home & Kitchen, Furniture, Grocery, and more*

Bengaluru - September 05, 2022 - Flipkart, India's homegrown e-commerce marketplace, is bringing in the festive cheer early with exciting consumer constructs for the upcoming 9th Edition of The Big Billion Days (TBBD). This year's 'TBBD' will be even bigger and better, with lakhs of Flipkart's sellers and thousands of brands bringing forth the widest selection of products at great value for every Indian shopper. Customers' excitement will arrive sooner this year with multiple new and innovative constructs like Sale Price Live & Pre Book, where they will get to avail of *The Big Billion Days Price* before the commencement of the event.

Consumers this season will get an immersive shopping experience, as for the first time, Flipkart is revealing festive deals via video commerce while launching the first-ever virtual world through an interactive, 3D discovery experience. This year will see a slew of new launches, games, interactive videos, live streams and rewards and coupon distribution via Gamification throughout TBBD.

Some of the exciting offerings going live on the Flipkart app to kick start the festive mood include The 'BBD Specials', which offer a curation of special products that are industry-first innovations to make the consumers' shopping experience a more memorable one, especially during the festive season. This year customers will see 130 Special Edition collectibles from 90+ brands across categories. They will also be offered a wide assortment of new products co-created by brands and beloved celebrities like 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 while also contributing to sustainable styles and a greater cause.



Flipkart aims to increase access to credit and affordability options for shoppers and enable access for new-to-credit audiences across different geographies and pin codes through easy and convenient financial solutions provided by leading banks in the country.

Ahead of TBBD, Axis Bank and another leading bank are **offering 10% instant discount on Debit Card, Credit Card, and EMI transactions**. Using the **Flipkart Axis Bank credit card**, customers can avail 5% unlimited cashback on every purchase during the festive period. In addition, **through Flipkart Pay Later**, the financing partner offers customers a **credit of up to ₹1 lakh**, which can be repaid in the following month or easy EMIs. Customers can also combine Flipkart Pay Later limit with any other prepaid third-party options available at the time of checkout. Other offerings include a **No-cost EMI facility for Bajaj Finserv EMI card holders**, as well as credit and debit cards from leading banks for a wide range of products on Flipkart.

Some of the key TBBD Specials include:

- Adidas: Adidas Solar Control Limited Edition Running Shoes
- AKS: New Sustainable Styles in Kurtis by Neha Kakkad
- ANTA: Premium Basketball Range by Klay Thompson, official sponsor of NBA
- Fossil: Kriti Sanon Endorsed Exclusive Collection
- HRX: Hrithik Roshan Signature range of cycles
- Malabar Gold: Gold, Silver Coins with BBD Logo
- Puma: KL Rahul range- 1DER wallets
- Safari X FK Samarth: Suitcases with designs by local artisans
- Stylum: Divyanka Tripathi endorsed selection along with charity donation per order
- Titan Raga: Alia Bhatt Endorsed Exclusive Range
- Vega x Marvel: Marvel Character Helmets, with unique branding
- Wrogn: Virat Kohli Signed wallets and belts (limited collection)

Manjari Singhal, Senior Director - Customer, Growth and Events, Flipkart, said, *“The Big Billion Days is a shopping festival that the entire country looks forward to every year, and we consistently work towards making it bigger and better for all our partners, sellers, and customers. While all eyes are on The Big Billion Days, we at Flipkart ensure that India witnesses an enhanced value shopping experience, with the most sought-after and choicest products at their doorsteps. This year we are unveiling new and exciting offerings on our app, even before the actual TBBD dates, so our customers don't have to wait to get their favorite brands and products. From gamification, to live commerce offers, to curated specials there is going to be something for our customers.”*

Dheeraj Aneja, SVP & Head, Flipkart Payments Group, said, *“Flipkart Fintech is focused on enabling access to offerings that drive affordability for Bharat. The festive season is a time when customers make their most valuable and eagerly awaited purchases. Flipkart aims to provide access to credit and a seamless checkout experience to its customers, through affordability and payments solutions. We believe these initiatives will help in making The Big Billion Days an even more exciting and fulfilling experience for them.”*



This year, Flipkart has partnered with India's biggest Entertainment and Sports stars, including Amitabh Bachchan, Alia Bhatt and MS Dhoni for a campaign that is sure to bring festive cheer for people across the country.

Flipkart is enabling shopping during the festive season, by delivering to even the remotest corners of the country. This year Flipkart has onboarded more than 2 lakh kirana delivery partners. The company consistently strives to deliver quality and value to its customers and is committed to work for the betterment of the entire ecosystem, by positively impacting sellers, creating jobs, helping reach smaller cities while creating progress for the ecosystem.

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 write to media@flipkart.com