



## Flipkart encourages customers to give their homes a makeover with its #HomeFlipover campaign

- *Flipkart's new campaign highlights the wide selection of products and their proposition of affordability for customers across India*
- *Celebrities and influencers such as **Mira Kapoor, Ashwiinii Dongare Banga and Chef Kirti Bhoutika** create awareness for the expansive home selection on Instagram*

**Bengaluru – September 14, 2022:** Flipkart, India's homegrown e-commerce marketplace, launched its new home campaign **#HomeFlipover** to showcase its wide selection of high-quality home products, perfect for a home transformation. Driven by customer insights, Flipkart aims to reach women across the country, offering them the ease of shopping premium brands at an affordable price.

Flipkart's #HomeFlipover campaign has brought on board an array of the best possible finds with carefully curated home inspiration to make brick and mortar buildings feel like home. The latest collection features products including **bedsheets, curtains, showpieces, plants, cutlery, cookware, home improvement tools**, among others.

Recently, there has been an increase in the home segment as customers have started investing in furniture and furnishings to make their homes an extension of their personalities.

*Speaking on the launch, **Kanchan Mishra, Senior Director, Consumables (FMCG), General Merchandise and Home, Flipkart**, said, "The recent hybrid work model has encouraged customers to rethink life at home as it has become the place where they spend most of their time. Eventually, it has made them redecorate and enhance the look and feel of their homes. This trend is here to stay as people are spending more time at home than they were before. At Flipkart, our prime focus is to drive value for our customers on the best quality products. To diversify our product portfolio and make Flipkart the go-to destination for all things home, we have handpicked products from branded and premium range to homegrown D2C brands. Now, the home makeover can be a spontaneous plan with a wide range of selections available on the platform."*

The platform is running the influencer campaign called 'Home Flipover' with influencers such as **Chef Karishma Sakhrani, Aayushi Bangur, Bahaar Dhawan Rohatgi, Ashwiinii Dongare Banga and Chef Kirti Bhoutika. Mira Kapoor**, the B-town celebrity and the Instagram-famous mommy, has also collaborated for this campaign who will be inspiring users to revamp their homes with Flipkart. Customers can now bring alive their vision of an ideal home from the vast variety of homecare essentials available on Flipkart.



## 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.

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