



Flipkart SuperCoins Launches its First Digital Video Campaign - 'Yeh Sikka Kahan Chalega'

- Reinforces the value and versatility offered by SuperCoins across Flipkart and its partner platforms ahead of the festive season

Bengaluru – September 08, 2022: Flipkart, India's homegrown e-commerce marketplace today, announced its first digital video campaign for Flipkart SuperCoins - '**Yeh Sikka Kahan Chalega**'. The digital campaign has actor Jatin Sarna of Sacred Games fame to bolster awareness on everything there is to know about SuperCoins. The campaign simplifies the concept of SuperCoins rewards and highlights its use across partner platforms - Myntra and Cleartrip, and many more brands across various categories like Hotstar, SonyLIV, ZEE5, Domino's, Pizza Hut etc. With Jatin Sarna as the protagonist, the campaign aims to strike a chord with customers across the country, especially in tier 2 and beyond cities.

Built on extensive consumer insights, Flipkart rolled out the campaign to enhance awareness around SuperCoins and highlight the value SuperCoins provide to customers. The campaign showcases the myriad benefits SuperCoins provide and shares information on how to avail them, not only on Flipkart but on Myntra and Cleartrip too.



The comic ad film showcases a man berating himself, in front of his buddy co-worker for his ignorance after he realizes that he had missed out on savings that he could have made using his SuperCoins. This is followed by a voice from the heavens educating him about these rewards while shedding light on **Yeh Sikka Kahan Chalega (where the coins can be used)**. **The film closes with a montage of top offers for the upcoming Big Billion Days and constructs on SuperCoins.**

Commenting on the launch, **Arief Mohamad, Vice President, Loyalty, Flipkart**, said, "At Flipkart, it is our utmost priority to serve our customers with unparalleled value. We aim to enhance every consumer's shopping experience and make it more rewarding. Through this campaign, we aim to reinforce the plethora of benefits shoppers can avail of using SuperCoins,



not just on Flipkart but across the umbrella of Flipkart partner platforms and brands, thereby enabling a wide pool to shop and avail rewards, significantly enriching their shopping experience. We are delighted to partner with Jatin Sarna in conveying this message to our 400 million customers across the country.”

You can watch the TVC here : <https://www.youtube.com/watch?v=gO6pe8QzISl>

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