



Flipkart launches Flipkart Hotels for Domestic and International Hotel Booking Services

- *Flipkart offers A budget-friendly hotel booking feature on the Flipkart application*
- *Flipkart Plus members and customers will be able to avail additional benefits*

Bengaluru - September 06, 2022: Flipkart, India's homegrown e-commerce marketplace, has announced the launch of a new hotel-booking feature, Flipkart Hotels, on its platform to bolster its offerings in the travel sector. To offer better reach and options to customers, Flipkart Hotels will provide customers the opportunity to book hotel rooms across 3 lakh domestic and international hotels. With the launch of hotel services, Flipkart aims to offer its customers a host of affordable benefits, including flexible travel and booking-related policies, easy EMI options etc to make travel affordable, and budget-friendly options, among others.

Backed by Cleartrip's API, Flipkart Hotels will benefit from Cleartrip's deep understanding of travel customers and sectors. Available on the Flipkart app, this new offering provides a hassle-free booking experience, and timely communication through popular messaging apps. The platform further enables users to avail third party offers on Flipkart platform.

In addition to enhanced experience and attractive deals, Flipkart Hotels also aims to provide improved service to its customers. For the convenience of customers and to offer a great experience, a dedicated customer care center has been set up to support customers with user-related queries.

2022 has been a great year for the hospitality industry so far with a notable surge in demand both in the domestic and international accommodation market. New travel trends like exploring lesser-known destinations, workations, long stays, and vacation rentals are becoming mainstream. These developments are giving a boost to the travel industry. Given the 70% growth in the last quarter compared to a CAGR of 60% over the last two years, the next festive quarter is expected to be even better for the overall travel industry.

Adarsh Menon, Senior Vice President, Flipkart, said, "We are excited to launch Flipkart Hotels on the Flipkart app which will provide access to affordable hotel stays convenient for the customers. Flipkart Flight is on a steady path of growth in the travel industry since we entered this space. With Flipkart Hotels, we are strengthening our commitment to provide a better experience and superior service to our customers across metros and beyond tiers. With our banking partner's financial offerings, the customers will unlock great value in this segment and enhance Flipkart's capabilities as a preferred one-stop shop for the travel booking needs of Indian customers."

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 customers, 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 contact media@flipkart.com

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