

## The Grand Shopsy Mela brings cheer to lakhs of customers and sellers; records strong growth ahead of the festive season

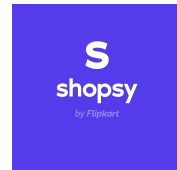
- *The platform's first ever sale event that was live between September 3-11, 2022, clocked a **1.2X surge** in new customers while the seller growth jumped by **13X***
- *Over **64%** customers came from Tier 2+ cities including Bankura, Medinipur, Agartala, and others*
- *Headphones, t-shirts, shoes, sarees, were among several other categories that topped the demand chart*
- *80% of the overall user base returned on the app to shop during the sale*
- *Shopsy will be part of The Big Billion Days scheduled between September 23 - 30, 2022 to fulfill the festive shopping needs of consumers from Tier 2 to Tier 4 cities*

**Bengaluru – September 17, 2022:** Shopsy, an affordable ecommerce platform, recently concluded the first edition of its mega shopping carnival - The Grand Shopsy Mela that ran between September 3-11, 2022. During the sale, Shopsy observed heightened participation from Bharat, with local sellers and brands from across the country coming together for the first time to serve millions of customers. Additionally, Shopsy will be bringing its wide-range of value-based products for consumers, especially in Tier 2 to Tier 4 markets, during The Big Billion Days 2022.

**Adarsh Menon, Senior Vice President & Head – New Businesses, Flipkart,** said, *“We are delighted by the response to the first edition of the Grand Shopsy Mela by shoppers across the country especially from Tier 2+ regions. Over 64% of customers who shopped during the Mela were from Tier 2 and beyond cities. We are also thrilled to see the growth that South and West regions have shown by 1.4X and 1.5X respectively. This demonstrates Shopsy’s reach across pan India and the trust which we have been able to build among customers through our services. Our efforts to uplift the entire ecosystem also ushered in growth for thousands of homegrown sellers and brands across the country.”*

The 9-day event saw customers across the country participate in high volumes, with the women cohort leading the purchases. Highest uptick was recorded in headphones, t-shirts, shoes, ethnic wear, bedsheets, among other categories. New customers on Shopsy during this period grew by **1.2X** and sellers witnessed an increase of **13X**. Units sold by new sellers during the event also rose by **2X** primarily in women’s ethnic and western wear.

Building on customer insights and leveraging its technology capabilities, Shopsy introduced a recommendation engine which helped customize user discovery of products to match their interests; this initiative resulted in a **2.6X** spike in units sold. Further, an upgraded filter option which contained parameters such as quality, material type and discount slabs propelled a better user shopping experience consequently resulting in a **5X** growth by users of the feature.



Shopsy aims to continue its endeavor to enable an expansive range of engaging products for customers at affordable prices while being a value-based and reliable platform. It has strived to deliver on its commitment to building a community that truly levels the playing field of commerce in the country. Since its launch in July 2021, Shopsy's aim has been to make digital commerce accessible across India through a zero-commission marketplace. Today, Shopsy provides **150 million products** across **800+ categories** for customers across India.

### **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](mailto:media@flipkart.com)