



Flipkart partners with eDAO for a 'Digital Treasure Hunt' in the run up to The Big Billion Days

- *One of the biggest sales of the year will be the launchpad for exclusive brand deals & 'The Strand' - a first-of-its-kind 'culture passport' for Flipkart shoppers*
- *Customers can participate in daily gamified interface to collect 'Culture Sparks' and lucky winners will get exciting rewards to shop during The Big Billion Days*

Bengaluru - September 16, 2022: Flipkart, India's biggest homegrown e-commerce marketplace, today announced a partnership with eDAO, a Polygon-incubated organisation that designs and launches global art, media and entertainment IPs at scale into the world of Web3. The partnership will bring alive the first ever Big Billion Days (BBD) digital treasure hunt on Firedrops, Flipkart's simple-to-use, KYC compliant NFT platform for brands and creators to enter the universe of Digital Collectibles. The platform was launched earlier this year with the announcement of a partnership with Nothing for the first NFT drop on FireDrops. The digital treasure hunt will span 10 days leading up to The Big Billion Days in 2022 (over September 17 - September 26).

Earlier, with the launch of Flipkart Labs, the company announced its intention to explore digital collectibles and the metaverse to redefine the shopping experience for its users and incubate solutions hosted on blockchain technology in the e-commerce space.

Naren Ravula, Vice President and Head of Product Strategy and Deployment, Flipkart, said, *"Flipkart has always prioritised innovation across all facets of digital commerce. A key focus for us this year is to drive engagement during the run up to Big Billion Days beyond the sale and discount-led constructs. By engaging with eDAO for the Digital Treasure Hunt, we are exploring an exciting avenue to add value to our customers and make the experience richer."*

The Firedrops treasure hunt will enable users to have access to limited edition collectibles termed '**Culture Sparks**' through a gamified interface. Users will complete daily tasks to win rewards sponsored by brands on Flipkart as they go further in their 10-day gamified experience journey (September 17 - September 26) during The Big Billion Days event based on the number of Culture Sparks they collect. The limited-edition collectibles come from a host of artists, IPs and partner brands on eDAO's roster. At the end of the 10-day celebration, shoppers will get exclusive access to 'The Strand', eDAO's all-access passport to a global pop culture ecosystem, spanning art, sport, gaming, entertainment and more.

Adding more about the experience, **Anand Venkateswaran, Chief Executive Officer, eDAO,** stated, *"Flipkart's first-ever BBD digital treasure hunt will be an opportunity for Flipkart users to explore the world of Web3 based art, music and entertainment communities. This partnership provides access for users to find their communities and engage deeply with culture on Web3."*

Both Flipkart and eDAO are working together to explore opportunities where they can give users an immersive and extensive experience of the Web3 and metaverse world.



To enable the technology for FireDrops as a platform including the innovative Digital Treasure Hunt game, Flipkart has partnered with Guardian Link.

"GuardianLink is an NFT ecosystem firm. Brands and celebrities leverage our ecosystem to launch their NFTs! We believe that NFTs are not about monetization but perpetual value creation. NFTs represent true ownership in the digital space, and it is bound to be the core of digital asset-revolution when it comes to ownership and provenance. It made absolute sense, therefore, to tap into our resources and expertise and work on the launch of the FireDrops platform. We are certain that FireDrops will amplify shopping experiences and bring the next wave of users to recognize the value-potential of Web3 and consequently, democratise NFTs in India," stated **Ramkumar Subramaniam, CEO & Co-Founder, GuardianLink.**

About eDAO

[eDAO](#) is a creator-economy-focused organisation incubated by Polygon to design and launch global art, media, and entertainment IPs at scale, into the world of Web3. eDAO will create a unified experience for the largest spectrum of culture & entertainment to provide communities with a single access pass to chart unique experiences in the Web3 ecosystem.

[Website](#) | [Twitter](#) | [Discord](#) | [Instagram](#) | [LinkedIn](#)

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

About Polygon

Polygon is the leading blockchain development platform, offering scalable, affordable, secure and sustainable blockchains for Web3. Its growing suite of products offers developers easy access to major scaling solutions including L2 (ZK Rollups and Optimistic Rollups), sidechains, hybrid, stand-alone and enterprise chains, and data availability. Polygon's scaling solutions have seen widespread adoption with 19,000+ decentralized applications hosted, 1.6B+ total transactions processed, 142M+ unique user addresses, and \$5B+ in



assets secured. Polygon is carbon neutral with the goal of leading the Web3 ecosystem in becoming carbon negative. If you're an Ethereum Developer, you're already a Polygon developer! Leverage Polygon's fast and secure txns for your dApp, get started here.

Website | Twitter | Ecosystem Twitter | Developer Twitter | Studios Twitter | Telegram | LinkedIn | Reddit | Discord | Instagram | Facebook

About Guardianlink.io:

GuardianLink.io is a pioneer and innovator of NFT Technologies with its roots embedded in the Blockchain world since 2016. Its deep base of over 350+ product avengers and NFT artists provides global execution capabilities for deploying the NFT Auction platform and Exchange Framework. With global brands and exchanges running on the GuardianLink.io platform and its zero-gas fee layer 2 blockchain, it has a proven track record of scalability, accessibility, and extensibility. Jump.trade is a web3 NFT marketplace launched by GuardianLink. The platform features NFTs of international brands and celebrities as well as games. In the same view, **GuardianLink is now partnering with Flipkart**, India's leading e-commerce ,to create its own NFT ecosystem in the making.