

Shopsy records a 2X growth in three months; becomes one of the fastest-growing hypervalue platform for Bharat

- Shopsy delivers value to **over 6X consumers** in The Big Billion days, 2022
- **Over 50%** customers came from Tier 3+ regions such as Bilaspur, Bankura, Gaya, Karnal, Muzzaffarpur, and Medinipur
- The platform witnessed an uptick of almost **7X** growth in demand for categories such as Sarees, Kurtis, Lipstick & Jewelry sets during The Big Billion Days, 2022

Bengaluru – October 4, 2022: Shopsy, one of India’s fastest growing hypervalue e-commerce platforms, participated in the recently concluded ninth edition of The Big Billion Days (TBBD) and saw a strong response from customers. **This festive season, customers on Shopsy scaled by 6X, compared to the previous TBBD, with a strong adoption recorded from Tier-2 and Tier-3 cities.** The platform observed heightened participation from Bharat, with local sellers and brands from across the country coming together to serve millions of customers. Between July - September, 2022 Shopsy has **grown by 2X** in the overall customer base and units sold further strengthening its presence across the country.

This festive season, Shopsy introduced a recommendation engine based on user preference which helped buyers customize discovery of products to match their interests. This resulted in over **2.5X** growth in the units sold on the platform. From explicit personalisation to an expansive selection, Shopsy offers customized solutions for every shopper. Today, **50%** of the customers on Shopsy are first-time e-commerce shoppers, half of whom are from Tier 3+ markets such as Bilaspur, Bankura, Gaya, Karnal, Muzzaffarpur, and Medinipur. This is followed by metros and Tier 1 customers, each comprising **15% of the segment**, while Tier 2 accounted for about **8%** of the diverse pie.

While Fashion continues to be the largest shopped category on Shopsy, other categories that saw heightened adoption include home furnishing & decor, household, beauty, grooming, and tech accessories. This TBBD, the platform witnessed almost **7X jump** in demand for categories such as sarees, kurtis, lipsticks, and jewelry sets.

Adarsh Menon, Senior Vice President & Head – New Businesses, Flipkart said, *“At Shopsy, we believe in bringing alive digitally enabled commerce for every Indian. Designed with a vision to reach every household of this country, Shopsy caters to the ever evolving needs of consumers and aims to provide a unique shopping experience to them. We are elated to witness such a tremendous response from our customers and will continue our promise to offer affordable and easily accessible products across Bharat through a large network of sellers.”*

Shopsy aims to continue its endeavor to offer 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, the platform enables access to **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
