



Flipkart to host first-ever Live Commerce event for two-wheelers on its app

- *To be hosted at 5 pm by Rannvijay Singha of MTV Roadies fame and auto influencer Rachit Hirani*
- *Customers will be able to book their favourite two-wheelers in real-time during the live commerce event*
- *Brands like Ampere, Bounce, BGauss and Hero will be making available a wide range of petrol and electric two-wheelers purchase during the live event*

Bengaluru - October 18, 2022 – Flipkart, India’s homegrown e-commerce marketplace, today announced its first-ever Live Commerce event for two-Wheelers on October 18 at 5 pm on the Flipkart mobile app. The one-of-its-kind industry event in the country will be hosted by Rannvijay Singha of MTV Roadies fame and auto influencer Rachit Hirani and will showcase a range of electric and petrol two-wheelers from top brands to millions of consumers across the country and enable them to make a purchase it in real time.

Customers can go to the Flipkart app and select ‘Bikes and Cars’ from the category segment to join ‘The Auto Hour Live’ event. As part of the Live Commerce event, Flipkart will make available a range of two-wheelers from brands including Ampere, Bounce, BGauss and Hero, where the hosts will showcase their features and talk about the evolving two-wheeler space. The event will also mark the launch of Hero XTreme 160R Stealth 2.0, in one of the first virtual launches of a two-wheeler in the country.

The Live commerce event is significant as customers prepare to celebrate the Dhanteras and Diwali, and is an auspicious time to make new purchases, particularly vehicles.

Rakesh Krishnan, Senior Director, Two-wheelers, Automobile, and Electronics at Flipkart, said, “The Indian two-wheeler industry is at the cusp of a revolution with e-commerce offering new avenues to millions of customers to own a two-wheeler in a seamless and affordable manner. Through our Live Commerce event, a one-of-its-kind activity, we aim to showcase the best of petrol and electric vehicles to our customers and allow them to book their favourite vehicles in real time. Customers will also be able to make use of our industry-best affordability constructs to make their purchase affordable across top cities.”

Flipkart ventured into the two-wheeler segment three months ago, making available a wide range of electric and petrol two-wheelers in over 40 cities from five brands and has been witnessing increased customer demand since its launch, particularly during the recently concluded Big Billion Days.

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