



## ***Flipkart expands its electric vehicles selection with the launch of new range of EVs from Okaya***

*Customers will get access to a wider selection of EVs on Flipkart in a paperless and affordable manner along with a 15-day guaranteed delivery promise*

**Bengaluru - November 18, 2022:** Flipkart, India's homegrown e-commerce marketplace, today announced the expansion of its electric vehicles selection with the launch of Okaya range of Electric Vehicles on its platform. With this launch, customers across hundreds of cities will get access to the widest selection of electric vehicles online and purchase it in a paperless and affordable manner.

The launch of Okaya's range of EVs on Flipkart will enable them to make their offerings available to a wider base of millions of Flipkart customers across 9,000 pincodes in 245 cities including metros such as Bengaluru, Delhi and smaller cities including , Gondia, Jorhat, Mumbai and Sultanpur.

Auto is one of the newest categories for Flipkart which was launched in July 2022 to bring a curated selection of multi-brand two-wheelers across vehicle types online, particularly EVs, to millions of customers across the country. Customers can simply go to the "Bikes and Cars" category and select "Two-wheelers" to access the selection, where they can also make use of Flipkart's affordability constructs such as No Cost EMI and credit card offerings to make their purchases through a paperless experience. Flipkart also promises a 15-day guaranteed delivery.

**Rakesh Krishnan, Senior Director, Two-wheelers, Automobile, and Electronics at Flipkart,** said, *"As India's homegrown e-commerce marketplace, Flipkart has been at the forefront of building new categories online and we are excited to have recently launched our two-wheeler category to democratize the rapidly evolving industry. Our aim is to offer a wide selection of multi brand two-wheelers across vehicle types with a 15 day delivery promise which is a first in the industry along with a paperless and affordable purchase experience. We are excited to make available Okaya's range of EVs as we look to fulfill the evolving EV requirements of our customers across the country."*

The two-wheeler category has been witnessing impressive traction among customers with over 10x increase in searches since its launch on Flipkart.

**Anshul Gupta, Director, Okaya EV,** said, *"We are one of the fastest growing EV brands in the country, drawing our legacy from over three decades of experience as a leader in the battery industry. We offer a healthy selection of both high speed and low Speed EVs which helps improve the selection for customers. With Flipkart's deep understanding of customer needs and their industry-best affordability programs, we are hopeful of significantly expanding our reach among customers and bringing customer delight with a 15-day guaranteed delivery."*



Over the last few years, new age two-wheelers and EVs have been gaining traction in India on the back of growing interest towards sustainable mobility options, government subsidies and a wider selection available. Flipkart is using innovative ways to popularize online purchase of two-wheelers and conducted its first-ever Live Commerce event called 'The Auto Hour Live' during the festive season in October which saw participation of thousands of viewers.

### **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 sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 450 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)**