



Flipkart sells 82 Lakh+ fashion and lifestyle products from over 200,000 sellers during the 6-days of End of Season Sale (EOSS)

- *The event saw participation of over 10,000 brands and 200,000 sellers and offering over 10 lakh+ styles*
 - *Flipkart Fashion clocked 14 orders every minute during the 6-day event*
- *Shoes, Suitcases, Women's Ethnic Wear, T-shirts, Sweatshirts, Watches and Jeans topped the demand*
- *Customers from Bangalore, New Delhi, Hyderabad, Kolkata, Mumbai, Pune, Chennai, Lucknow, Gurgaon and Guhawati shopped the most during EOSS*

Bengaluru - December 22, 2022: During the recently culminated *End of Season Sale* on Flipkart, India's homegrown e-commerce marketplace, Flipkart Fashion witnessed heightened participation from customers across the country. Springboarding off the festive fervour and the ongoing wedding season, millions of customers took to Flipkart's End of Season Sale which saw participation of over 200,000 sellers and 10,000 brands offering over 10 lakh+ styles of fashionable apparel, accessories and footwear for men, women and children.

The 6-day event from 7th to 12th December, saw customers across the country upgrade and refresh their wardrobes with the highest uptick in shoes, suitcases, sweatshirts, jackets, t-shirts, women's ethnic wear, watches and jeans. Brands including *Puma, Nike, Adidas, Roadster, Woodland, Campus, Safari, Red Tape, World Wear Footwear, Adidas, Metronaut, Provogue, Asian* and *Crocs* were most preferred by customers. Building on one of Flipkart's latest technological innovations, the image search feature witnessed an 8% growth as customers shifted preference to visual searches for their fashion purchases with the highest engagement in the women's ethnic wear category. With the ongoing wedding season, as customers across the country are embracing latest trends, the End of Season Sale clocked over 38,000 cocktail dress orders with sarees, jewellery sets, handbags, lehengas and men's blazers and suits dominating demand.

With over 14 orders placed every minute, the event saw over 82 lakh orders being placed for fashion and lifestyle products, from across geographies. Majority of these shoppers belonged to the age group of 25-35 years. Customers in Bangalore, New Delhi, Hyderabad, Kolkata, Mumbai, Pune, Chennai, Lucknow, Gurgaon and Guhawati shopped the most. The top categories shopped during this time period included women's ethnic wear and men's winter wear with black, blue, white and grey being the most purchased colors this season.

Commenting on the success charted by the platform, **Abhishek Maloo, Senior Director, Flipkart Fashion**, said, *"At Flipkart, we work towards making the consumer journey seamless to promote more and more Indians to shop online. The EOSS event draws maximum traction as the products are offered at best value for customers to upgrade and refresh their wardrobes. With increased fashion consciousness in the country, this edition witnessed maximum demand*



from the T3+ markets. We, at Flipkart, are delighted to see tech interventions enhance the shopping experience and bring more customers onboard, while expanding market reach for lakhs of sellers, MSMEs, and regional & national brands.”

Flipkart has an extensive delivery network and delivers across all the serviceable pin codes across the country through its logistic arm eKart and other partners, including Kiranas. The platform is striving to bring a growing number of national, international, and regionally-renowned fashion brands and sellers in different ways to offer a differentiated experience to customers across the price segments. This includes identifying opportunities for them to connect with consumers across India through the online marketplace, leveraging the power of technology to scale their presence, and diversifying existing product portfolios.

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 450 million, offering over 150 million products across 80+ categories. Our efforts to democratise 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