

Flipkart's Shopsy App gets honored with Google Play Best of Users' Choice Award

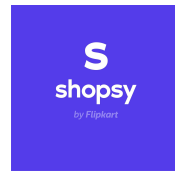
Users have recognized Shopsy (Android based e-commerce Shopping App) as the most popular and preferred platform for value-based shopping, unique and personalised selection, and superior shopping experience

Bengaluru – December 1, 2022: Shopsy by Flipkart, Bharat's fastest growing hyper-value e-commerce platform, has been awarded *Google Play Best of Users' Choice Award*. Users from across the country voted for Shopsy as the winner. The unique value shopping features, never before seen experiences, and personalization are some of the key reasons for Shopsy to be chosen as the winner in this category.

Launched in July 2021, Shopsy was conceptualized with the vision to make online shopping convenient and affordable for customers who are looking for budget-friendly products. Given India's rich diversity, Shopsy customizes its product range as per seasons and occasions ensuring a fulfilling shopping experience for each customer. Today, the platform enables access to **150 million products** across **800+ categories** for customers across India. Given its growing popularity, the platform recently crossed a milestone of **100 million users** in September 2022 much ahead of its original timeline of 2023. The hypervalue platform also recorded a **six fold growth** in its customer base during The Big Billion Days sale and topped the charts as the most downloaded app on playstore. Shopsy has also become a platform of choice among sellers as it offers a zero commission marketplace for entrepreneurs.

Adarsh Menon, Senior Vice President & Head – New Businesses, Flipkart said, *"We are honored to receive Google Play Best of User's Choice Award. Our vision for Shopsy has been to enable Bharat, and bring the untapped T2+ consumers online. The dream is liberating, as today a consumer sitting in a small town has equal access and shopping experience to the products that consumers in the metro cities have. Shopsy has been designed to provide value to this cohort which desires a budget friendly shopping experience. We are delighted and humbled by the overwhelming response from our users and this only motivates us to work harder towards delivering value to our customers and sellers."*

Shopsy aims to continue working towards its vision to offer a wide-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 of 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 has over **11 lakh sellers** (including Flipkart) on the platform who provide **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 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