

## Shopsy introduces Tamil and Telugu App interfaces furthering its *Made For Bharat E-Commerce* innovations

- This initiative will enable Shopsy to bolster its reach and tap more users across markets
- Tamil and Telugu are part of Shopsy's app launch series in various other languages, slated to be rolled out over coming months
- Shopsy has recently been awarded with Google Play Best of Users' Choice Award

**Bengaluru – December 6, 2022:** Shopsy by Flipkart, Bharat's fastest growing hyper-value e-commerce platform, has introduced Tamil and Telugu to its platform to widen its reach and serve more customers across different regions. This will allow customers to choose their preferred language for accessing the expansive range of affordable products available on the platform. Given that over 68% of Shopsy customers today come from Tier 2 and beyond cities, out of which close to 50% are first time e-commerce shoppers, the introduction of new languages is key in addressing the growing demand of consumers that are based in different corners of the country.

As per Shopsy's research, while customers residing in non-metros were able to navigate the app in English, they were more comfortable transacting in their regional language as browsing products and shopping online became easier. As a result, Shopsy introduced two new languages to cater to the soaring demand of its consumers. The recently published [Flipkart-Bain & Company report](#) on *How India Shops Online 2022*, also points at the growing preference towards vernacular language among regional users. Furthering its commitment of democratising commerce, Shopsy's initiative enables an even more seamless and convenient shopping experience for its customers.

**Adarsh Menon, Senior Vice President & Head – New Businesses, Flipkart** said, *“Our core value proposition lies in offering a hassle-free shopping experience to customers who are looking for value-based products for their shopping needs. The launch of new languages will help serve the heterogeneous user population across the country, making their e-commerce journey even more fulfilling with Shopsy. Leveraging technology and innovation, we will continue to add more such features that will make digital commerce more inclusive and accessible for the existing and potential customers. Over the last six months, we have observed tremendous traction across the states of Andhra Pradesh, Telangana and Tamil Nadu indicating the climbing customer base momentum. Rolling out regional app interfaces in Telugu and Tamil is a step ahead to enrich our connection with this audience. We are also delighted that the Shopsy App has recently been awarded with Google Play Best of Users' Choice Award.”*

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.

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