

Shopsy's latest campaign with Sara Ali Khan offers affordable prices on a wide variety of products to drive the growth of hypervalue e-commerce across the country

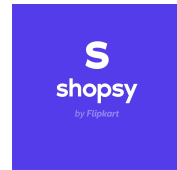
- *The campaign highlights Shopsy's value propositions of affordability & selection across an expansive range of products with a focus on women consumers in Tier 2 cities and beyond*
- *The TVC for 'Aaj Shopsy Kiya Kya' campaign will air on major TV channels, digital platforms, and YouTube in multiple languages*

Bengaluru – March 01, 2023: Shopsy by Flipkart, Bharat's fastest growing hyper-value e-commerce platform, today launched its new campaign with Sara Ali Khan as its brand ambassador. The campaign brings to light the platform's affordable pricing and the expansive product range curated especially for customers seeking value. The TVC is built on the insight that in Indian families, parents get annoyed when their children spend a lot of money on shopping. This campaign breaks the myth by showing how online shopping on Shopsy is very affordable and can actually give you better value across multiple categories such as Kurtis, Sarees, Watches and Home Products. By casting Sara Ali Khan as the protagonist, the campaign aims to bolster Shopsy's positioning as a value-driven shopping destination for the consumers of Bharat.

Created and conceptualized by *Leo Burnett Orchard*, the campaign features an ad film that showcases the interactions related to online shopping that family members engage in, something that most Indians relate to.

Commenting on the campaign, **Adarsh Menon, Senior Vice President & Head - New Businesses, Flipkart**, said, *"At Shopsy, it is our constant endeavor to offer a shopping experience that blends affordable pricing, wide selection and pan-India availability with the latest trends and evolving needs of the consumer. Leveraging this deep understanding of our customers' needs, 'Aaj Shopsy Kiya Kya' campaign is a recreation of a real-life scenario where the families of Shopsy's customers are astounded to learn about the kind of vast selection in multiple product categories and low prices of the products available on the platform."*

Expressing her excitement on partnering with the new campaign, **Sara Ali Khan**, said, *"Shopsy's TVCs have a personal touch that resonates with every Indian household. I am delighted to partner with Shopsy again, and to bring them closer to their vision of providing a value-shopping experience to the Indian customer, through an engaging and relatable TVC. The 'Aaj Shopsy Kiya Kya?' campaign hits all the right notes by incorporating everyday conversations that resonate with Indian families. After watching this TVC, I am sure that the viewers will be excited to explore the wide range of products that the Shopsy app offers."*



The film begins with a typical scenario at breakfast time in a middle class home where Sara's father is seated by the dining table accompanied by her mother, both having stern, worried expressions on their faces. Her brother is getting ready for school just as Sara walks in onto the scene. An air of tension lurks in as her father furiously questions her about yet another kurti delivery and where it came from to which she promptly responds saying, "It costs just Rs.25." Her mother with three kurtis in her hand - Lucknowi, Anarkali and Jaipuri chimes in and sarcastically asks if each of these really cost that low. Sara assertively reassures them that these were all inexpensive. Her little brother encourages the father to also enquire about the watch that had arrived. Her father asks her where it came from. Sara nonchalantly responds - "Shopsy". The brother, seeming doubtful of the reply, says it was sent by her boyfriend. After which, Sara reassures the family that it was indeed Shopsy where she bought the products from. She takes out her phone and scrolls through the app to show how everything like clothing, footwear, utensils and home decor are available for attractive prices on the app.

You can watch the TVC here: <https://youtu.be/HOZPQkq6Blk>

Shopsy was launched by Flipkart in July 2021 with the aim to offer an expansive range of engaging products at affordable prices while being a value-based and reliable platform. In this light, Shopsy has strived to deliver on its commitment to building a community that truly levels the playing field of commerce in the country. Shopsy's vision is to make digital commerce accessible and affordable across India through a zero-commission marketplace. Today, Shopsy has over 11 lakh sellers (including Flipkart) on the platform who provide 150 million products spanning over 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 sellers, merchants, and small businesses to participate in India's digital commerce revolution. With a registered customer base of more than 450 million, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, there are over 11 lakh sellers on the platform, including Shopsy sellers. With a focus on empowering and delighting every Indian by delivering value through technology and innovation, Flipkart has created lakhs of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart is known for pioneering services such as *Cash on Delivery*, *No Cost EMI* and *easy returns*, which are customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians.



For more information, please write to media@flipkart.com