

Virat Kohli announces the launch of WROGN ZERO on Flipkart

- *Virat Kohli's one-of-a-kind weightless clothing collection featuring 100+ styles will be available on Flipkart beginning 27th May*
- *Focuses on bridging the gap between India and Bharat with easy accessibility and affordability*

Bengaluru - May 26, 2023: Ahead of Flipkart's 'End of season shopping festival', which is an anticipated fashion shopping event for millions of customers from across India, Virat Kohli has announced the launch of **WROGN ZERO by Virat Kohli** on Flipkart. Created in collaboration with the iconic former captain of the Indian National Cricket Team, WROGN ZERO focuses on comfort and affordability to pioneer ultra-light weight clothing embodying Virat's edgy style and persona. The new collection will encourage youth across India to own their unconventional athleisure style and defy the status-quo. WROGN ZERO will feature **100+** fashion-forward styles in apparel and footwear, starting from Rs. 349 across product categories such as t-shirts, shirts, jeans and shoes. The collection will be live on Flipkart starting 27th May 2023.

According to a recent report by NASSCOM, in India, Gen Z and Millennials constitute over [52% of the overall population](#). As the largest generational cohort, their consumption patterns are reshaping the fashion industry. Their fashion choices can be encapsulated in one word - that is - *comfort*, giving way to the trend of 'casualisation'. Flipkart has witnessed tremendous growth in the casual wear segment over the past year and the launch of WROGN ZERO is expected to fast-track this even further.

Virat Kohli, the legendary cricketer and a style icon, expressed his excitement about the launch of WROGN ZERO on Flipkart, saying, *"WROGN ZERO is more my kind of style by being ultra light and easy yet stylish. Who likes to carry that extra weight? Definitely not me! Be it my fashion or my game, it's always about keeping it light and comfortable. I am beyond thrilled to make this collection available in the remotest regions in the country with Flipkart."*

Announcing the launch, **Abhishek Maloo, Senior Director, Flipkart Fashion**, said, *"At Flipkart, we strive to make the best of fashion available to every single customer across India, at the best value. Today's fashion-conscious shopper has an increased interest in celebrity-led fashion, and Virat being a style icon makes it a winning combination for WROGN ZERO to be launched on our platform just in time for our End of Season Shopping Festival. With a collection that allows youth to elevate their style game within a budget, this launch is aligned with Flipkart's mission to democratise fashion and address the need for trendy yet affordable clothing, without compromising on quality."*

Speaking about the launch, **Vikramaditya Reddy, COO & Co-Founder, WROGN**, said, *"WROGN ZERO is a capsule collection that offers stylish yet functional fashion supporting every customer to be a trendsetter in their own right. The collection offers a wide range of products inspired by Virat Kohli's edgy persona while motivating customers to upgrade their wardrobe,*

with the light-weight clothing and footwear from the WROGN ZERO collection. Launching on India's leading e-commerce platform, Flipkart will not only allow us to reach our target group but also help in motivating the youth of today to make affordable and comfortable style choices."

Around 40% of new customers explore Flipkart through fashion today and customers aged between 25-35 contribute to the highest demand observed in fashion segments on Flipkart, with top choices including t-shirts, shirts, jeans and shoes.

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 400 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

About WROGN

Wrogn, currently available at over 350 points of sale across 144 cities nationwide, has established a strong retail presence. The brand is retailed through reputable channels such as Shoppers Stop, Pantaloons, and Multi Brand Outlet (MBO) channels, as well as online platforms including Myntra and Flipkart. In addition, Wrogn operates its own Exclusive Brand stores in over 45+ cities and maintains a dedicated brand website at wrogn.in.

Looking ahead, Wrogn aims to expand its retail footprint further by focusing on Large Format Retail, popular MBOs, and exclusive brand stores. With this expansion strategy in place, the brand envisions reaching over 1000 points of sale within the next 2-3 years. This strategic initiative will enable Wrogn to extend its reach and make its fashion offerings more accessible to a wider audience, reinforcing its position as a leading brand in the market.