

Shopsy delivers value to 16 mn transacting customers in Q1 2023 with 3X growth in units and sellers

- *Shopsy by Flipkart has a strong presence in India's heartland, with 70% of its customers hailing from Tier-2 and Tier-3 areas*
- *During this quarter, Shopsy has expanded its reach by including 350 new pin codes, such as Ghazipur, Cachar, Hamirpur, Una, and Pratapgarh.*
- *New sellers hail from cities across India, including Agra, Ahmedabad, Bengaluru, Ghaziabad, Jaipur, Mumbai, New Delhi, Rajkot, and Surat*

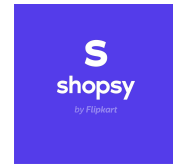
Bengaluru – May 31, 2023: Shopsy, Bharat's fastest-growing hyper-value e-commerce platform, has provided value to millions of customers across India. The platform has witnessed an uptick of 3X growth in units, customers, and sellers in the last year, with over 175 million app downloads.

In the past quarter alone, Shopsy has expanded its last-mile delivery to **350 new pin codes** in the country across tier-2 and tier-3 regions, including *Cachar, Ghazipur, Hamirpur, Pratapgarh, and Una*, among others. Many new customers commencing their e-commerce journey with Shopsy are female shoppers aged 26-45 years, homemakers from tier-2 and tier-3+ cities across India. In March 2023, Shopsy crossed over **175 million** app downloads, with 90% of new transacting customers belonging to the **under 35 years** cohort.

Currently, Shopsy gets nearly 70% of customers from tier-2 and tier-3 regions in the country and contributes over 40% of first-time customers to the overall Flipkart group. The traffic from T2+ regions is mainly driven by the youth of India. Shopsy is enabling these customers to explore e-commerce with its budget-friendly offerings. Propelled by its latest marketing campaign, '*Aaj Shopsy Kiya Kya*' and the second edition of its flagship shopping carnival, the '*Grand Shopsy Mela*', the platform continues to gain momentum across the country steadily.

Kapil Thirani, Head of Shopsy, Flipkart, said, "*Shopsy is a story of an aspiring India, a population keen to make the most of its smartphones, high data speeds, and fast-rising incomes. We at Shopsy are delighted to see the strong growth and heightened participation of customers across the country. Shopsy is designed to provide value for budget-seeking customers, combined with an extensive selection and easy accessibility across all serviceable pin codes of India. This has made Shopsy one of the most preferred online shopping destinations for shoppers as well as sellers in the country.*"

Ruchika Singhal, Owner of Paryag Hosiery based in Delhi and a Shopsy seller, said, "*E-commerce is a boon for budding entrepreneurs as it involves minimal investment and allows flexibility of hours. I started my business in men's fashion after having my first child. Despite being able to maintain a work-life balance effortlessly, it has been an incredible journey for our*



*business on Shopsy. I am highly appreciative of Shopsy's unique seller initiatives and the support and guidance of the team to reach audiences from across the country. My business has skyrocketed with **10X growth** in orders and revenue since expanding to Shopsy and continues to steadily gain momentum. In the coming years, I want to scale my business to new heights and become a role model for others."*

Over **60%** of Shopsy's product portfolio is below the price point of INR 200. The platform's hyper-value positioning helps customers seamlessly transition from an offline shopping experience to a virtual one where they can access an expansive product catalogue to fulfil their nuanced needs. Men's wristwatches have emerged as the fastest-growing product, their demand growing by over **75X** this quarter. Additionally, jumpsuits, trimmers, and mobile covers clocked over **3X** growth individually. Apart from this, 4,000+ product categories, including men's vests, kid's t-shirts, women's kurtis, camera tripod stands, fitness grips and hair accessories, have shown positive growth as Shopsy continues to cater to the demand from consumers.

Since its launch in July 2021, Shopsy has aimed to make digital commerce accessible across India by enabling a wide range of hypervalue product selections and a zero-commission marketplace. Today, the platform provides **150 million** products spanning **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