



## **Flipkart's Glam Up Fest Glimmered with Parineeti Chopra, Kajal Aggarwal, Krystle D'Souza and Bhuvan Bam; an unparalleled experiential beauty festival**

- *Hosted in Mumbai, the Flipkart Glam Up Fest witnessed participation from leading celebrities & influencers like Parineeti Chopra, Kajal Aggarwal, Krystle D'Souza and Bhuvan Bam*
- *Industry leaders from brands such as MyGlamm, L'Oreal, Meta, Bain & Company, Sixth Sense Ventures, IDAM House of Brands and Minimalist seen at the festival*
- *The Glam Up Sale is expected to see participation from over 40+ top brands offering 50,000+ products across beauty and skincare*

**Mumbai, June 16, 2023:** Flipkart, India's homegrown e-commerce marketplace, brought together celebrities, influencers, brands and industry experts during the Glam Up Fest, which debuted in Mumbai today. *Parineeti Chopra, Kajal Aggarwal, Krystle D'Souza, Bhuvan Bam* and over 300+ influencers attended the event and walked the purple carpet. The grand unveiling of '*Kajal*' by *Kajal Aggarwal* and '*BB Range*' by *Bhuvan Bam* added an extra layer of oomph to the glamorous extravaganza. The event also offered insights into India's beauty landscape through focused panel discussions.

This on-ground event also presented experiential zones to display contemporary technology-led features such as Virtual Try On and Skin Analyser. Adding an element of excitement and fun, the Glam Up Fest also featured a dedicated zone for influencer participation in on-ground activities such as the makeover booth. Renowned industry experts Mohit Yadav - Founder, Minimalist, Meghna Apparao - Director - E-commerce, Meta India, Ketki Paranjpe - Partner, Sixth Sense Ventures, Rohit Shankar - Partner, Bain & Company, Jaime Del Valle Sansierra - SVP Business Development & Partnerships at MODIFACE at L'Oreal, David Thiebaud - General Manager Consumer Experiences, L'Oreal India and Sukhleen Aneja - CEO, Aakash Anand - Founder and CEO, IDAM House of Brands, Good Glamm Group as well as Flipkart leaders Sankalp Mehrotra - Vice President, Flipkart and Bharath Ram - Senior Vice-President, User Acquisition and Retention, Flipkart shared their insights during the event.

Speaking about the event, **Kanchan Mishra, Senior Director, Consumables (FMCG), Home and General Merchandise, Flipkart**, said, *"At Flipkart, we are on a mission to make beauty accessible to everyone across the nation. We strive to offer a wide range of products and the latest trends, catering to diverse customer needs. Our extensive reach and in-depth knowledge of the beauty industry have allowed us to connect with increasingly trend-savvy consumers. The tremendous success of the Flipkart Glam Up Fest in Mumbai showcases our relentless dedication to leading the digital beauty retail landscape in the country. As a marketplace platform, we are committed to uniting customers, brands, influential leaders, and influencers while harnessing technology to deliver exceptional value to our customers. With the Glam Up Fest and Glam Up Sale, we are confident in propelling our partner brands towards an even more remarkable growth trajectory."*

**The Glam Up Sale will be live from 16th - 18th June on the Flipkart app**, offering a plethora of curated cosmetics, skincare, and more. It will bring more than 40+ brands together to offer a wide selection of beauty and personal care products, including cosmetics, skincare, and hair care to millions of customers. With contemporary technology-led features such as Virtual Try On, Skin Analyser, backed by a robust supply chain that will cater to all serviceable pin codes in India, the event seeks to connect with beauty enthusiasts across the country. Beloved premium and D2C brands, including MyGlamm, Secret Temptation, L'Oreal, Lakmé, Mamaearth, Minimalist, The Man Company and Yardley London and many more will offer attractive deals.



**Link to the sale :** <https://www.flipkart.com/beauty-glam-up-store>

### **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](mailto:media@flipkart.com)**