



Flipkart unveils Glam Up Fest - the ultimate platform for Beauty and Grooming brands to showcase their products

- *The on-ground Glam Up Fest will bring together Brands, Celebrities and Influencers to drive an unparalleled shopping experience in the realm of beauty and grooming*
- *The Glam Up Fest will kick-start the sale focused on Beauty and Grooming to be LIVE on the App from June 16 - June 18; customers will now have access to a carefully curated selection of Beauty and Personal Care brands*

Mumbai, June 14, 2023: As part of its consistent efforts to strengthen the brand's position as the go-to destination for beauty and grooming, Flipkart, India's homegrown e-commerce marketplace debuts its first-ever on-ground Glam Up Fest. Flipkart hosts one of the most awaited shopping events of the year, the Glam Up Fest, at the Grand Hyatt, Mumbai, on the 16th of June. This on-ground extravaganza is set to dazzle beauty enthusiasts with an unforgettable experience. The fest will bring together a curated set of Beauty and Grooming brands, celebrities, and around 300 influencers to celebrate the shopping extravaganza.

This on-ground event will bring together experiential zones featuring brands such as MyGlamm, L'Oréal, MamaEarth, Nivea, Minimalist, Lakmé, Brut and Beardo, among others including iconic beauty and makeup collections such as lipsticks, face serums, foundation, fragrances and transformative wellness products. It will also see participation from renowned beauty and technology experts including Mohit Yadav, Founder, Minimalist, Meghna Apparao, India E-commerce Head, Facebook and Sukhleen Aneja, CEO, Good Glamm Group, sharing their knowledge through interactive fireside chats, discussing the contemporary symbiosis of beauty, personal care and technology.

Ahead of the Glam Up Fest, **Kanchan Mishra, Senior Director, Consumables (FMCG), Home and General Merchandise, Flipkart**, said, *"We at Flipkart are thrilled to host the Flipkart Glam Up Fest and kick-off the Sale on the app. With multiple brand launches, insightful panel discussions, immersive brand experience, and exciting collaborations, this fest is set to be an exciting addition to the country's contemporary beauty landscape. In our commitment to unlock unparalleled value in the beauty and lifestyle shopping experiences for our customers across the country, the Flipkart Glam Up Sale and Glam Up Fest is a testament to our consistent efforts in this regard."*

The Glam Up Sale will be live from June 16 - June 18 on the Flipkart app, offering a plethora of curated cosmetics, skincare, and more. It will bring more than 40+ brands together to bring a wide selection of beauty and personal care products including cosmetics, skincare, nutrition and hair care to millions of customers across India. With contemporary technology-led features such as Image Search, Video Catalog, Virtual Try-Ons, Video Commerce and Top Filters, and 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 length and



breadth of the country. Beloved premium and D2C brands including Minimalist, MyGlamm, Beardo, Mamaearth, Pure Essence and Bella Vita and many more will offer attractive deals.

Flipkart is going the extra mile to enhance the beauty and shopping experience for its customers by also debuting its first-ever on-ground Glam Up Fest. The meticulously curated event will offer customers a unique opportunity to explore an extensive range of offerings while unlocking the highest value; through immersive and interactive experiences. Flipkart promises to be a celebration of all things beauty, fashion, and technology with an extensive range of brands, products, great deals, and unique experiences including technology zones and panel discussions. Committed in its endeavour of creating unparalleled virtual shopping experiences, Flipkart aims to redefine the beauty landscape by hosting its biggest beauty festival to date.

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