



India Shopped Big During Flipkart's Big End Of Season Sale

- *Bengaluru leads the way with highest number of shoppers, followed by New Delhi, Hyderabad, Pune and Kolkata*
- *Sports Running Shoes, Suitcases, Men's Casual Wear & Women's Ethnic Wear are top choices*
 - *Growth witnessed among Gen Z shoppers PAN India*
 - *Video Commerce doubles growth in unique visitors compared to last month*
- *Customers shopping through Video Commerce spent almost double the time on the app, compared to others*

Bengaluru, June 09, 2023: As Flipkart's End of Season Sale June 2023 edition drew to a close, there is no doubt about India's love for fashion, as millions of customers spent maximum number of hours shopping for fashion brands and seller labels on India's homegrown marketplace. With over 10 lakh+ styles to choose from over 10,000 brands backed by 200,000+ sellers, the End of Season Sale featured an expansive portfolio across apparel, footwear and accessories for men, women and children. As people from across India added their favourite wishlisted items to cart, Flipkart observed intriguing consumer trends, which reiterate why it is India's chosen destination for fashion. With technology interventions such as Image Search, Video Catalog, Virtual Try-Ons, Video Commerce and Navigated Experiences, customers from across India accessed the best in fashion. Not only did Video Commerce double its growth in unique visitors compared to last month, but customers shopping through Video Commerce spent almost double the time on the app, compared to others.

Building on its endeavour to make the latest global fashion trends accessible to customers across the length and breadth of the country, the week-long Big End Of Season Sale from June 1 - June 7, saw strong engagement from both metros and non-metros, with a growth in new customers coming from T2 and T3 cities. As customers actively engaged with the event to refresh their wardrobes, the top product choices were Sports Running Shoes, Suitcases, Men's Casual Wear and Women's Ethnic Wear. Some of the most shopped-for and wishlisted brands during this fashion celebration include Puma, Safari, Adidas, Nike and Crocs. This reflects industry trends being witnessed in travel, in addition to back to school season for many; while fitness remains a priority especially for millennials and the Gen Z audience. *'Late-night shopping'* is here to stay - with customers spending the highest number of hours shopping at midnight, especially at the start of Flipkart's Big End of Season Sale.

Abhishek Maloo, Senior Director, Flipkart Fashion, said, *"This year's Big End Of Season Sale has been steeped in the spirit of globalisation of trends and also the celebration of local craftsmanship. We have continued to serve our customers with an expansive range of offerings and created a shopping experience that was enabled by a plethora of technology-led innovations. Through Video Commerce, Image Search and Navigated Experiences, we enriched the online fashion experience especially for several first-time shoppers. Our efforts to facilitate the growth of the fashion ecosystem in the country also ushered in success for lakhs of homegrown fashion brands and sellers, whilst delivering unparalleled cheer to customers."*



Shopping festivals like Flipkart's Big End of Season Sale not only create a meaningful shopping experience for customers by bringing together technology and fashion, but also enable growth for lakhs for sellers 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 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