

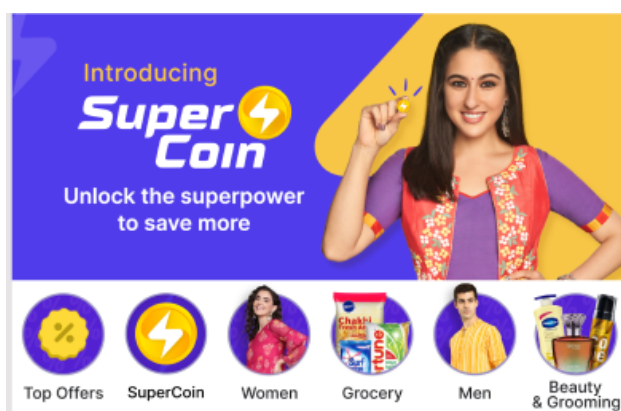


Shopsy drives customer loyalty through a rewards program, launches SuperCoin on its platform

- *SuperCoin is a multi-brand reward ecosystem designed to reward millions of its consumers for every purchase on the platform*
- *Customers can now earn SuperCoins on Shopsy and redeem them across Shopsy, Flipkart, Myntra, and Cleartrip*

Bengaluru – July 21, 2023: Shopsy, India's fastest-growing hyper-value e-commerce platform, has launched the SuperCoin rewards program on its platform. Customers can now earn and redeem SuperCoins on Shopsy, Flipkart, Myntra, and Cleartrip. Shopsy is paving the way in driving customer loyalty for millions of new shoppers across the country with the program. This unique rewards ecosystem by Flipkart is designed to provide benefits to customers who shop on the platform, where users earn 1 SuperCoin for every Rs. 100 spent.

While redeeming, each SuperCoin is worth Re.1 and can be used for upcoming orders, thus enabling value-seeking consumers to save more on every purchase.



Commenting on the launch of SuperCoin on Shopsy, **Kapil Thirani, Head of Shopsy, Flipkart**, said, *“At Shopsy, it is our utmost priority to unlock the highest value for our customers, and I am delighted to announce the launch of SuperCoin on the Shopsy platform. The rewards program has witnessed tremendous customer engagement across the Flipkart ecosystem. In addition to giving consumers access to redeem and enjoy the benefits of the rewards program, it also helps us build strong loyalty amongst consumers. This program is a testament to our consistent efforts to provide value to our customers in their purchase journey on Shopsy.”*

SuperCoins can be accessed on Shopsy, Flipkart, Myntra, and Cleartrip. Customers need to sign in with their registered Flipkart number and access their SuperCoin balance on the platform of their choice by linking their account.

Customers can redeem SuperCoins on Shopsy by using the following steps:

Step 1: Select the product they want to purchase and add to cart

Step 2: Proceed to checkout and select the eligible SuperCoins using the toggle button

Step 3: Proceed to payments and place the order using COD/ Preferred mode of payment + SuperCoins



Step 4: Earn more SuperCoins after placing the order and enjoy!

For more details on SuperCoins and to understand the steps to redeem through the multi-brand reward ecosystem, please visit the [SuperCoin FAQ page](#) (on the Shopsy app).

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