



Shopsy doubles its app downloads to 200 million in less than a year across India

- Shopsy observed 60% demand from tier-3 regions, and millennials contributed significantly to the demand over the last two years
- Maharashtra, Uttar Pradesh and West Bengal emerged as the top 3 markets for Shopsy
- Shopsy recorded a 2X spike in unit sales during the Mega Anniversary Sale

Bengaluru - July 10, 2023: Shopsy, India's fastest-growing hyper value platform, celebrates two years of delivering value across tier-2 and tier-3+ regions and surpassing a milestone of 200 million Shopsy app downloads. To celebrate the platform's second anniversary, **Shopsy's second edition of the Mega Anniversary Sale** went live recently on the platform. During the sale, the platform witnessed a whopping 2X uptick in units sold of which sarees, men's t-shirts and kurtis were the most shopped products.

Value-seeking customers drove demand for Shopsy over the past two years, with over **60%** hailing from tier-3 markets. A wide range of products across attractive price bands, the trust of the Flipkart brand, and innovative and customer-friendly features such as voice and image search, vernacular interface, and, most importantly, AI-driven chatbots have been instrumental in fueling this adoption.

Kapil Thirani, Head of Shopsy, said, *"At Shopsy, we want to empower Indians to experience the unparalleled feeling of having myriad goods available at the touch of a button at affordable prices. Shopsy is enhancing accessibility across India, empowering its customers with the freedom of choice. Shopsy's two-year anniversary is an occasion for us to celebrate, and we rolled out the Mega Anniversary Sale on our platform to spread this cheer amongst our customers. The journey from inception to expansion has been overwhelming for the Shopsy team, and the platform's heightened adoption is our motivation to live up to our customers' evolving needs."*

Shopsy is on a mission to bring access, value and affordable selection to every corner of India. It has achieved remarkable growth in just two years, doubling its performance year-on-year from January to June. The platform has revolutionized reach and accessibility for customers and sellers, turning countless Shopsy sellers into millionaires.

Sunny Sidhwani, Proprietor of K Sons, Shopsy Seller, said, *"Ethnic being my major portfolio, I have shifted my entire business from other online platforms to Shopsy because of their lowest market cost of doing business and best in the market support. After being onboarded as a seller on Shopsy, I have launched more than 50 unique designs with the inputs and feedback provided by the team and got a design conversion rate of over 60%, which is wonderful. My business has grown by 10x in the last 10 months, and Shopsy's two-day Mega Anniversary Sale has been a great enabler to achieve this growth."*

Launched in July 2021, Shopsy offers a wide range of products for customers at affordable prices, backed by the speed and reliability associated with the Flipkart Group. Today, Shopsy provides **160 million** products spanning **800+ categories** for customers in India, delivering to 19,000 pin codes across the country.



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, over 11 lakh sellers are 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