



Flipkart introduces the upgraded version of Flipkart Plus Membership with Plus and Plus Premium: Unlocks a range of rewards and loyalty benefits

- *Flipkart customers with over 4 transactions in a year are eligible for the Plus membership and customers with over 8 transactions in a year are eligible for the Plus Premium membership*
 - *Members will get incentives on 2 Cr+ products*

Bengaluru – August 14, 2023: Flipkart, India's homegrown e-commerce marketplace today, announced its upgraded version of its loyalty program - Flipkart Plus Membership with Plus and Plus Premium. This unique loyalty program has been designed to benefit customers who regularly shop on the platform. With the introduction of the upgraded program, Flipkart aims to make the program more desirable and relevant for customers who shop regularly on the platform.

Customers with over 4 transactions in 12 months are eligible for the Plus membership and customers with over 8 transactions in 12 months are eligible to join the Plus Premium membership.

The membership includes incentives on over 2 Cr+ products such as welcome benefits of 300 SuperCoins and early access to sales. Plus members can earn 2% SuperCoins per transaction, and enjoy early access to sales. When the customers progress to Plus Premium, they enjoy additional benefits that include exclusive member deals on top branded products and can also earn 4% SuperCoins from their purchases with access to hourly/daily member deals on top branded products. These SuperCoins can be redeemed across the Flipkart Group - Shopsy, Myntra, Flipkart HealthPlus and Cleartrip and a few other platforms.

Commenting on the introduction of the new Flipkart Plus Membership, Arief Mohamad, Vice President, Customer & Loyalty, Flipkart said, *“At Flipkart, we prioritize delivering value to our customers, and I am delighted to announce the upgraded loyalty program through the new Flipkart membership with Plus and Plus Premium. Built on deep customer insights, this loyalty program enables seamless access to a myriad of benefits and deals for customers who actively engage on our platform. Focused on unraveling maximum value for our loyal customers, this upgrade to the Flipkart Plus Membership program will further encourage them to avail additional benefits. This program is a testament to our unwavering commitment to deliver the best value to our customers while continually enhancing their purchase journey on Flipkart.”*

By making the Plus and Plus Premium memberships transaction based irrespective of order value, Flipkart is now offering added benefits and easy loyalty access to a larger set of customers. Furthering its commitment to enhancing access, this loyalty program will not only augment value but also motivate aspirational customers across the length and breadth of the country to shop online.

Launched in 2018, the Flipkart Plus program today drives over 40% of transactions on the overall Flipkart platform; witnessing a significant spike during The Big Billion Days. Building on customer engagement with this program; the Flipkart Plus and Flipkart Plus Premium membership encourages customers to further unlock deals, better offers and more benefits.



New	
Plus	Plus Premium
<ul style="list-style-type: none">• Eligibility: 4 Transactions in 12 Months• Benefits on 2Cr+ products• 2% SuperCoins per transaction• Early Access to Sales• Welcome Benefit of 300 SuperCoins for first-time Plus members	<ul style="list-style-type: none">• Eligibility: 8 Transactions in 12 Months• Benefits on 2Cr+ products• 4% SuperCoins per transaction (up to 300)• Access to hourly/daily member deals on top branded products• Early Access to Sales• Welcome Benefit of 300 SuperCoins for first-time Plus Premium members

For more details on the Flipkart Plus membership and to understand the upgraded loyalty program, please visit the [Flipkart FAQ page](#) on the Flipkart 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