

Shopsy launches its latest TVC campaign starring Bollywood star, Ayushmann Khurrana

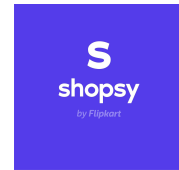
- *The campaign is based on the insight that consumers believe they need to spend a lot of money to look fashionable. The TVC breaks this myth by establishing Shopsy as a platform where one can shop for a wide range of stylish products such as shoes, shirts, kurtis and sarees at affordable prices.*
- *The TVC will be aired across major TV channels and digital platforms in multiple languages*

Bengaluru – August 08, 2023: Shopsy by Flipkart, India's fastest-growing hyper-value e-commerce platform, has rolled out its latest campaign, 'Aaj Shopsy Kiya Kya?' featuring artiste **Ayushmann Khurrana** as the protagonist. Shopsy's value proposition of offering an expansive fashion and lifestyle catalogue at affordable prices has been brought to life in its latest campaign through a humorous take on the cast conversing candidly at a bus stop. Created and conceptualised by *Talented*, the campaign reinforces Shopsy's commitment to fulfilling the value-seeking consumers' dream of buying fashionable products within their budget.

The film starts by featuring a young woman and her aunt conversing at a bus stop, when Ayushmann enters the scene. The woman is mesmerised by his style, while her aunt quickly brushes it off, adjudging that he must have spent an entire month's salary to look this chic. Ayushmann then shows the Shopsy app to the aunt and says that he bought his shoes for just Rs. 50. The aunt is taken aback at the price and exclaims in disbelief. Ayushmann then points to a larger-than-life phone beside him to say that Shopsy has value-based deals not just on shoes and shirts but sarees and kurtis too. The film concludes with a scene of the aunt sitting at the bus stop, still in awe of the price along with the young woman and Ayushmann holding a glass of water to calm her down.

Speaking about the campaign, **Madhuvanthi Ananth, Head of Marketing and Growth, Shopsy**, said, *"At Shopsy, we are proud to deliver a shopping experience that resonates with the evolving needs of our value-seeking consumers. Based on the deep understanding of our customers, Shopsy's new campaign communicates that style and affordability can go hand in hand. By partnering with Ayushmann Khurrana, one of Bollywood's most celebrated stars, we aim to further strengthen our commitment to provide budget-friendly styles and variety."*

Expressing his excitement about the campaign, Ayushmann Khurrana said, "I am delighted to partner with Shopsy, a brand whose campaigns strike a chord with desi households. This campaign resonates with the real India – customers who seek value-driven deals. I am sure the audiences will relate to this TVC and experience the essence of Shopsy, benefitting from its expansive range of products."



Credits: Agency : Talented

Creative: PG Aditiya, Yathartha Sharma, Usha K

Account Management: Prashant Gopalakrishnan, Abhishek Kumar, Nabil Kureshi, Karishma Changroth

Production House: Radhika Productions

Director: Suresh Triveni

Producer: Radhika Sawhney

Director of Photography: Anuj Dhawan

Music Director: Karan Kulkarni

Link to the TVC: <https://www.youtube.com/watch?v=TtrDdRJWAjA>

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