



Shopsy Unveils its Biggest Shopping Festival Of The Year: 'Grand Shopsy Mela'

- *This Mela will be live on the app from the 12th to 17th of September 2023; bringing unparalleled value to Indian shoppers this festive season*
- *The sale will offer over 50 lakh products starting from Rs. 9, curated especially for the value-seeking Indian shoppers in the Tier 2+ regions*
 - *Grand Shopsy Mela will offer flash sales, under Rs.25/- and Rs.50/- deals*
- *Key highlights include **Sarees from Rs. 109/-, Kurtis from Rs. 99/-, Tshirts from Rs.89/-, Earrings from Rs.15/- and Sunglasses from Rs. 39/-.***

Bengaluru - September 11, 2023: Shopsy by Flipkart, India's fastest growing hyper-value e-commerce platform, is elated to announce its biggest shopping festival of the year 'Grand Shopsy Mela'. Building on the tremendous success of its previous two editions, the platform is set to bring an extravagant shopping experience and attractive prices to its millions of customers from the **12th-17th September, 2023**. The Grand Shopsy Mela will offer customers a wide range of products *starting from Rs. 9/-*, encouraging them to tick-off their wish list this festive season.

With the onset of the festive season, it is that time of the year when customers go all out to celebrate with their friends and family. Value-seeking consumers are always on the lookout for products that provide the maximum value on each purchase and especially during the festive season, they plan ahead of time to ensure affordable shopping during the festivals. Keeping this sentiment in mind, Shopsy encourages consumers to shop generously during the Grand Shopsy Mela by providing an extensive range of value-driven products for their customers to choose from.

Bringing unmatched value to every Indian, Grand Shopsy Mela will have special offers, *under Rs.25/- and Rs.50/- deals, Sarees from Rs.109/-, Kurtis from Rs.99/-, Tshirts from Rs.89/-, Earrings from Rs.15/- and Sunglasses from Rs.39/-* and many more products across other categories. Sold by various sellers on the platform, Shopsy is the go-to destination for festive shopping this year. A wide range of selection of over **50 lakh** products across categories such as fashion, beauty, home, accessories and more will be made available on the platform for shoppers across India. As part of this Mela, Shopsy will also be introducing fancy store products such as scrunchies, bindies, earrings on its platform with millions of products being made available online at affordable prices.

*Excited to announce the launch of Grand Shopsy Mela, **Kapil Thirani, Head of Shopsy, Flipkart**, said, "As the festive season approaches, we at Shopsy strive to elevate the online shopping experience for Indian consumers. Shopsy has become a household name and has*



emerged as the country's preferred 'value' shopping destination within a span of two years. Stepping into the latest edition of Grand Shopsy Mela, we are committed to increase our efforts to ensure unmatched value, quality and accessibility. Our vision is to democratize online shopping and make e-commerce accessible to all customers across the length and breadth of the country. Driven by affordability, the Grand Shopsy Mela will offer something for every consumer and will inspire Indians across the country to shop online for all their festive needs."

Ahead of the festive season, the platform is inspiring customers to shop their heart out without burning a hole in their pockets. Steering the hypervalue narrative with actor and singer *Ayushmann Khurana*, Shopsy will also rope in popular influencers and TV celebrities like *Priyank Sharma*, *Ridhi Dogra*, and *Siddharth Gulati* to amplify the campaign and reach its dynamic set of customers across geographies.

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