



Flipkart revolutionizes online shopping with the Virtual World Shopping Experience

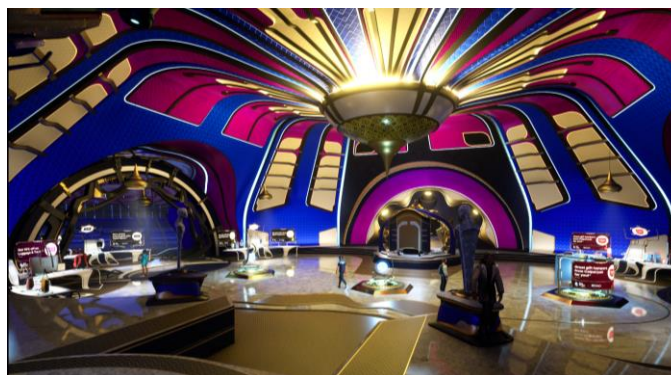
- *After introducing 3D and AR capabilities in 2021, Flipkart has further emphasized its commitment to immersive shopping by embracing Virtual World shopping*
- *Accessible on the Flipkart app, Virtual Worlds are 3D rendered, Metaverse environments where users engage with brands by visualizing and trying products in 3D. They can also participate in gamified and fun experiences. These are rendered web experiences, making them easy to access and explore*
- *Brands can establish 3D stores for standout discovery, inspiring purchases, and rewarding customers through gamification, thereby crafting a distinct brand image.*

Bengaluru - September 5, 2023: Flipkart, India's homegrown e-commerce marketplace, has announced its foray into the revolutionary immersive shopping experience domain with Virtual Worlds to enhance customer experience and engagement. Following the launch of 3D and AR features in 2021, and the introduction of Beauty/Makeup Try-ons, Flipkart is focusing on immersive shopping with this launch. These spaces allow users to visualize products in a more lifelike manner, increasing engagement through interactive and fun elements and eventually leading to a more informed purchasing decision.

Flipkart achieved the largest e-commerce metaverse activation globally with [Flipverse](#), piloted last year. Over a span of six days, people from across 2,300 cities came together virtually to discover products in a unique manner and immerse themselves in the experience. An impressive 20,000 hours of Flipverse were streamed, with 300-500 users connecting to the verse on their phones every minute. Notably, users who created avatars spent six times more time in Flipverse compared to the average user, underscoring the platform's engagement and allure. Based on these insights, Flipkart has introduced a substantial offering that enables brands to develop custom Virtual Metaverse worlds within the Flipkart platform.

Flipkart is offering two immersive shopping experience formats:

- The **first format** consists of dedicated, customized Virtual Worlds created by brands like Coca-Cola, Mondelez etc. on the Flipkart app. These immersive 3D-rendered spaces align with the next generation of shopping, engaging users in an immersive experience.
- The **second format** includes co-tenancy of brands within Flipkart's own Virtual World, known as Flipverse. Additionally, Flipkart has launched its own Laptops Virtual Showroom, letting users explore 45-50 laptops in an immersive setting similar to an offline store.



Flipverse (2022)



Commenting on the offering, **Ravi Krishnan, Head, Flipkart Labs**, said, *“We launched the Virtual World Metaverse experience on our platform to lead an immersive shopping experience. Flipkart continues to innovate with a focus on customers, and this launch strengthens our dedication to improving user shopping experiences. In this 3D environment, users can explore products, try them on, and experience the excitement of shopping. Brands have the opportunity to virtually present their unique characteristics, forging closer relationships with customers. The co-tenancy feature within Flipkart's Metaverses allows brands to present a variety of products in a shared 3D space, setting the stage for the future of shopping.”*

Sumeli Chatterjee, Head - Integrated Marketing & Experiences (IMX) at The Coca-Cola Company India and South West Asia said, *“As the excitement builds for the highly anticipated ICC Men's Cricket World Cup, Thums Up is thrilled to be the official beverage partner of the tournament. Through cutting-edge technology like 3D & Blockchain, the launch of Thums Up Virtual World experience enhances immersive shopping, deepening connections between brands and shoppers. Just as cricket unites fans, our partnership with Flipkart brings shoppers closer to enjoying their favourite products.”*

Desmond D'Souza, Senior Director- Sales, Mondelez India, said *“A virtual 3D experience was created to celebrate 75 years of Cadbury in India by taking shoppers on Flipkart through an engaging brand journey and leading them to a collector's edition vintage box. We have always believed in being where our consumers are and this strong collaboration between the Flipkart and Mondelez India teams is a reiteration of our consumer-first approach to provide unique and immersive experiences, this time for the next-gen of shoppers.”*

Flipkart Labs has numerous Virtual World launches scheduled, including brand-specific Worlds and Flipverse as the festive season approaches. Flipkart Labs is the pioneering hub dedicated to harnessing emerging technologies to craft immersive customer experiences. Flipkart Labs is actively leveraging technologies such as 3D, AR, Blockchain, and Generative AI to enhance the shopping experience for 450 million customers. During the festive season, Flipverse will be reactivated to offer brands a special opportunity to let their users explore products in 3D within this shared space.

Flipkart Labs enables the Virtual World experiences in collaboration with brand-facing teams within Flipkart including the Ads & Category teams, and a key external tech partner - Layer-E. Layer-E builds immersive infrastructure for Web3 commerce with global brands and creators, as well as art, media, and entertainment IPs.

Link to the landing page - <https://www.flipkart.com/metaverse-store>
(Available through the app only for Android users currently)

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