

## Shopsy's Grand Shopsy Mela Brought Cheer to Lakhs of Sellers and Customers across Bharat, Records Strong Growth as the Festive Season rolls in

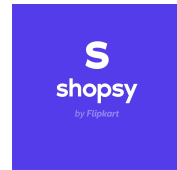
- *The 3rd edition of The Grand Shopsy Mela clocked a **2.4X surge** in daily demand while customers grew by **2X***
- *Over **60%** of customers came from Tier 3+ cities, including Medinipur, Mathura and Jalgaon*
- ***Men's T-Shirt, Sarees, Kurtis and Accessories** were among several other categories that topped the demand chart*

**Bengaluru – September 21, 2023:** Shopsy by Flipkart, India's fastest-growing hyper-value e-commerce platform, recently concluded the third edition of its mega shopping carnival - The Grand Shopsy Mela. During the sale, Shopsy observed heightened participation from Bharat, with local sellers from across the country coming together to serve millions of customers. As customers in Tier 2+ cities shopped for fashion, home essentials, beauty and electronic products, the event propelled economic growth for lakhs of regional sellers. Additionally, Shopsy will bring its wide range of value-based products for consumers, especially in Tier 2 to Tier 4 markets, during Flipkart's The Big Billion Days 2023.

The 6-day event, from 12th September to 17th September, saw customers across the country engage in high volumes, with the highest uptick in **tier 2 and tier 3 markets**, in preparation for the festive season. Customers on Shopsy during this period grew by **2X**, out of which **40%** were first-time e-commerce shoppers. States that contributed to the highest orders were Uttar Pradesh, West Bengal and Maharashtra with over **60%** of the customers from Tier 3+ cities across the country.

**Kapil Thirani, Head of Shopsy, Flipkart,** said, *"As the festive season kicks off, we are overwhelmed by the response to the third edition of the Grand Shopsy Mela by shoppers across the country, especially from Tier 2+ regions. Through the integration of a vast network of sellers, a range of value constructs, and affordable pricing, we have continued to deliver value to our shoppers. By democratising e-commerce, we look forward to empowering the buyers and sellers of India. Our efforts to uplift the entire ecosystem also ushered in growth for thousands of homegrown sellers across the country while delivering unparalleled cheer to customers."*

Shopsy aims to continue offering an expansive range of engaging products for customers at affordable prices while being a value-based and reliable platform. It has strived to deliver on its commitment to building a community that truly levels the playing field of commerce in the country. Since its launch in July 2021, Shopsy's vision has been to make digital commerce accessible across India through a zero-commission marketplace. Today, Shopsy provides **160 million products** across **1300+ categories** for customers across India.



## **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 14 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.

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