



Flipkart Marks the 10th Big Billion Days Milestone with Enhanced App Experiences and Massive Onboarding of Sellers, MSMEs and Brands

A Decade of Innovation, Affordability and Job Creation which has changed the way India shops during every festive season

- *The Big Billion Days 2023 will be live for every shopper from **8 to 15 October**, with early access for Plus customers on **7 October***
- *'Sale Price Live' (SPL) kicked off the festive fervor on 27 September to help Flipkart marketplace sellers generate incremental sales, offering the best value to customers as a trailer to the Big Billion Days*
- *Flipkart kicks off the festive celebrations, bringing in lakhs of sellers, Kirana delivery partners and MSMEs from across the country together for an inclusive festive season*
- *Over 1.4 million entrepreneurs, including Flipkart Samarth sellers, encompassing artisans, weavers, women, and self-help groups (SHGs), are set to participate in the Big Billion Days*
- *Never before deals on 500+ D2C brands across a range of categories*
- *ICICI Bank, Axis Bank and Kotak Mahindra Bank to enable 10% instant savings to make shopping convenient for customers*
- *Through Flipkart Pay Later, customers can avail credit up to Rs 1 Lakh*
- *Personal loans of up to Rs 5 Lakhs at an interest rate of 12.5% per annum can be availed by customers from the Banking partners on the platform*
- *Continued investment to provide a safe shopping experience through the 'Open box delivery' on select high-value products*
- *'Lowest price lock' feature allows customers to lock in the best deals in advance and avail great offers during BBD*
- *'Virtual try on' and a new 'Brand Mall' experience to make shopping for fashion and lifestyle categories more exciting*
- *Access to cutting-edge technology and an immersive experience with unique affordability options for smartphones*
- *Flipkart VIP Subscription Program can be availed at a membership of Rs 499 to avail numerous rewards in select cities*
- *Wide range of deals and offers on products across group companies, including Flipkart Health+, Flipkart Wholesale and ClearTrip*
- *Flipkart Wholesale will bring forth unique offers for its kirana members while also strengthening its operations and value proposition*
- *Flipkart Home Services will be accessible at unique prices starting at Re. 1/-*
- *New affordability paradigms such as No-Cost EMI and Pay Later available on ClearTrip*

Bengaluru - September 28, 2023: Flipkart, India's homegrown e-commerce marketplace, is kicking off its much-anticipated annual flagship event, The Big Billion Days (TBBD), from



October 8 to October 15, with early access for Plus customers beginning 7 October. The 10th edition of the annual shopping festival marks a milestone in Flipkart's over 15-year journey and is a testimony to the overall impact that Flipkart and its group companies have created in the ecosystem. The mega carnival will usher in the country's festive season, uniting millions of customers, sellers, MSMEs, and Kirana delivery partners across India under one platform. With a steadfast commitment to innovation and value creation at its core, this year's TBBD will ignite the festive spirit with a wide array of exciting offerings and engagements.

Speaking about the 10-year Big Billion Days milestone that has been consistently redefining the way India shops, Kalyan Krishnamurthy, CEO - Flipkart Group, said, "The Big Billion Days this year is a special one, not just for Flipkart, but for the entire ecosystem, as we step into this milestone 10th year. This growth story is one that transcends across our growing seller network, MSMEs, brands, kirana partners and Samarth programme - creating numerous jobs and promoting inclusion in the digital economy at large. Over the years, the Indian e-commerce industry has witnessed exponential growth, fueled by the country's growing digital infrastructure. It gives us immense pride to play a pivotal role in India's growth story while enabling digital commerce. The Big Billion Days has evolved into a grand festival that unites millions of people across India, transcending boundaries and backgrounds. The Big Billion Days stand testament to the power of e-commerce in driving inclusivity, enabling growth for the ecosystem at large, the opportunity for job creation that it presents and delivering value to millions of customers."

Path-breaking technology creates an enhanced shopping experience

- **Generative AI-powered conversational assistant, 'Flippi'** will replicate the in-store experience with expert guidance and a simplified shopping process
- Introduction of an interactive short-video browse experience, **'Vibes'** that enables product discovery, inspiration and the convenience of purchasing the showcased products directly from the platform
- **One-to-one video assistance** feature, that enables customers to have real-time video conversations with skilled sales associates for personalized recommendations. The feature has been introduced to bridge the gap between online and in-store shopping experiences by offering one-on-one expert guidance and tailored recommendations
- Integration of **augmented reality (AR)** and **virtual reality (VR)** capabilities allows customers to visualize products in real-life settings for a better purchase decision
- **Virtual Worlds**, a 3D-rendered feature to explore brand showrooms for an immersive shopping experience
- **Flipverse co-tenancy model** creates a unified Virtual World where multiple brands can coexist and collaborate

Extensive seller network onboarded to enable access for all

- Surpassing a milestone of over **1.4 million** sellers, the 27% year-on-year growth in sellers underscores Flipkart's widespread acceptance among the seller community and MSMEs, underlining the positive impact of being a part of the Flipkart ecosystem



- **'Flipkart EDGE'** initiative continues to support MSMEs, fostering inclusivity and ease of doing business with the third phase of seller-friendly enhanced policies such as Pricing Recommendations, Promotions, Rewards Platform, Fulfillment and Speed Initiatives, and Guidance Assistance, launched in July this year
- Innovative tech interventions, such as **AI-powered cataloging**, enhanced seller experience, streamlined onboarding process, simplified listing and more bolster Flipkart's commitment to **empowering Indian entrepreneurs and driving digital adoption**

Value and affordability pave the way to an elevated customer experience

- **ICICI Bank and Kotak Mahindra Bank** are offering 10% instant savings on Credit Card, Debit Card and EMI transactions. Further, **Axis Bank** offers 10% Instant savings on Credit Card and EMI transactions
- **Flipkart Axis Bank Credit Card** offers customers 5% instant savings and 5% unlimited cashback on all festive season purchases
- **Assured savings on Paytm UPI and wallet.** Other offerings include a **No-cost EMI facility for Bajaj Finserv EMI Network Card holders** as well as credit and debit cards from leading banks for a wide range of products
- **CT FlexMax** and **MediCancel** on flight bookings, 'Cancel for No Reason' on Hotels, etc., for travelers to enjoy an anxiety-free travel experience
- **Flipkart Health+**, will offer a wide bouquet of deals featuring brands like Fast & Up, Organic India, Purna Gummies, Lupin, P&G Health, Mankind and many more
- Access to deal constructs, including **Flash Hours** (price drop between 6 pm and- 10 pm) and **Top Deals**

Unique rewards to help unlock goodness in the ecosystem

- **Bigger early access** for Plus members on exciting deals and higher SuperCoin redemption offers. Non-Plus customers can also enjoy early access by purchasing the early access pass. Plus Premium members can also avail of a 4% cashback on SuperCoins.
- **Flipkart VIP Subscription Program** will offer a host of differentiated features, including early access, 5% cashback on SuperCoins (up to 300) on all purchases and an extra 5% savings using SuperCoins on all products. At an annual membership fee of Rs.499/-, Members will get free same-day, next-day deliveries, instant customer support, and faster returns. VIP members from select cities can avail the benefit of cancellation/rescheduling of flights on Cleartrip for a nominal charge of Re.1/-

Convenience of home services at the doorstep

- Essential **home services** such as repair, installation, and maintenance will be offered at unbeatable prices starting Re.1/- in select cities
- Customers across metro cities will also get to enjoy the benefit of **same-day doorstep** mobile repair services provided by FHS

Festive cheer like never before



- **Brand stores** that enable an engaging shopping experience for customers, coupled with access to new launches, deals, and an entire selection from their favorite brands at one place
- A **personalized experience** will be enabled for every customer this TBBD, covering advertising efforts, targeted influencer marketing and on-app engagement across multiple platforms
- The festive celebrations this year will be joined by some of **India's most-loved celebrities**, including Amitabh Bachchan, Alia Bhatt and Allu Arjun.

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 500 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.

For more information, please write to media@flipkart.com