



Flipkart Big Billion Days 2023 Celebrates a Decade of Delivering Value and Convenience

- Over 91 million customer visits during Early Access and Day 1 of TBBD
- Mobiles, Appliances, Lifestyle, BGM (Beauty and General Merchandise), Electronics and Home remain a top choice for customers across India
 - Over 60% of orders were placed from Tier 1, 2 and 3 cities
- Lifestyle sellers on the marketplace experienced a 10X growth in the orders placed compared to the pre-festive period, followed by Furniture and Electronics with 8X and 7X growth respectively

Bengaluru – October 10, 2023: Flipkart, India's homegrown e-commerce marketplace, kicked off the 10th edition of its highly anticipated The Big Billion Days (TBBD) 2023, with over 91 million customer visits, including Plus Premium and VIP Customers, during Early Access and Day 1 of the shopping festival. The annual shopping festival, which officially commenced on October 8 (with Early Access opening on October 7 for VIP and Plus customers), witnessed a zealous response from customers and sellers alike. Flipkart also saw expansive growth in Plus Visitor base with a **7X spike in orders** over daily transactions. The 10th edition of Flipkart's TBBD is a testament to the organization's impactful journey, marked by remarkable milestones and customer-centric innovations. This event has become a symbol of inclusivity, affordability, and accessibility, touching the lives of millions of Indians across regions and socio-economic backgrounds.

The Big Billion Days has been delivering value and convenience to millions of Indian customers and lakhs of MSMEs, artisans, kirana partners, and the larger ecosystem. This year, Flipkart has deployed next-gen technologies such as Metaverse, GenAI, and AR/VR to create an intuitive and seamless experience which has helped onboard first time shoppers on the platform.

Speaking about the 10th-year celebrations of The Big Billion Days, **Arief Mohamad, Vice President - Customer Growth and Loyalty, Flipkart**, said, *"We are thrilled to celebrate a decade of success with the 10th edition of Flipkart's Big Billion Days. Over the years, this annual event has not only transformed the way Indians shop, but has also embodied our resolve to make e-commerce accessible and affordable for the entire ecosystem. Through innovative technology, diverse affordable payment options and a truly accessible marketplace, we continue to redefine the shopping experience for millions of customers in India. This 10-year milestone reflects our relentless pursuit of innovation and our commitment to the larger economy."*

Early trends indicating India's preferences for this festive season

TBBD'23 early trends indicate a buoyant customer sentiment overall, with categories such as **Mobiles, Appliances, Lifestyle, BGM (Beauty and General Merchandise), Electronics and Home** witnessing the highest demand among customers.



Smartphones in the INR 20k+ segment witnessed a surge in demand among Metro and Tier 2+ audiences alike. Further, **Lifestyle, Electronics and BGM (including Fitness)** have played a key role in new customer acquisition.

Customers seeking to elevate their lifestyle turned to products related to **Grooming, Food and Nutrition, Make-up and Fragrances**, which saw a heightened demand during Early Access and Day 1 of The Big Billion Days.

Bangalore, Delhi and Hyderabad saw the highest number of shoppers, followed by Mumbai, Pune, Ahmedabad, Kolkata, Chennai, and Gurgaon. Interestingly, **Hisar, Lucknow and Patna** were also **among the top cities that saw a surge in orders** placed by festive shoppers. **An exponential increase in demand was seen from T1 and T2+ cities**, during Early Access and Day 1, testifying the growing value and wider penetration of e-commerce.

Creating value for the entire ecosystem of sellers, including MSMEs:

Flipkart's transacting sellers saw a substantial increase in their business for the number of orders placed during Early Access and Day 1 of The Big Billion Days. Flipkart remains focused on building and enabling opportunities via e-commerce for Indian businesses, especially MSMEs. Through the Flipkart Samarth program, it has made e-commerce more inclusive for a wide range of sellers - including artisans, craftsmen, women sellers and people with disabilities. Today, Flipkart has over 1.4 Million Sellers participating in The Big Billion Days.

Affordable Payment Solutions Enabled for Millions of Customers:

Flipkart Pay Later witnessed a **5X spike in daily transactions** during Early Access and Day 1, while EMI based purchases witnessed a 20X rise. Redemption of **Flipkart Gift Cards** grew significantly with a **5X increase** while, **Flipkart InsureTech VAS** products such as Accident Damage Protection, Extended Warranty and other contextual Insurance plans **scaled at 7.5X**.

Preferred Travel Destinations as seen on Cleartrip:

Trends observed on Cleartrip indicate that this festive season, Indians chose to travel to non-metro cities such as **Goa, Jaipur, Udaipur, Varanasi, Ooty**. The top air non-metro destinations include **Goa, Kochi, Jaipur, Srinagar and Chandigarh**.

Post-purchase and Home Services are growing in popularity:

Flipkart's service arm, Jeeves, offering end-to-end post-purchase solutions to businesses and customers made over 10K installations during Early Access and Day 1 of The Big Billion Days with **Televisions** being the most installed appliance in these two days.

Over the past ten years, TBBD has testified how Flipkart continues to build a transparent and democratic platform for customers and sellers alike, while ensuring quality of products and



services. It exemplifies Flipkart's efforts towards empowering the ecosystem through enhanced experiences, fueled by innovation while providing value and affordability.

****All the growth statistics mentioned above is limited to Early Access and Day 1 of The Big Billion Days (7 & 8 October)***

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