



Flipkart's 10th Big Billion Days Shopping Festival Sets New Record With Over 1.4 Billion Customer Visits and Overall Seller Growth

- Transacting sellers saw a 2.5X increase in their business, compared to the pre-festive period
- New on-app experiences such as Flippi (a Chat GPT-powered shopping assistant), Vibes (video-led browsing experience) and SPOYL (Gen Z Fashion experience) saw a ~4X increase in engagement, compared to the pre-festive period
- 40% of buyers in key categories interacted with immersive 3D and AR experiences before making their purchases during TBBD

DISCLAIMER: All data points shared in this release are as of 14 October 2023, covering Early Access and 7 days of The Big Billion Days

Bengaluru - October 15, 2023: The Big Billion Days (TBBD) 2023 marked a decade of success for Flipkart's annual flagship event, which is drawing to a close today, with a stellar response from millions of customers and the seller community. Reflecting an overall uptick in consumer sentiment, the 10th edition of TBBD witnessed a record 1.4 Billion customer visits over early access and 7 days of the shopping festival.

Choices in Smartphones, Laptops, Tablets and Home Appliances indicate a strong premiumisation trend PAN-India this year. Flipkart's focus on providing value to every shopper remained a priority during TBBD too, with Televisions, Audio Devices, Smartphones and Grooming products being top choices. This was enabled by several affordability constructs in collaboration with third party partners and banks that were made available to all shoppers.

Deliveries were made to remote regions such as Andaman, Hayuliang (Arunachal Pradesh), Choglamsar (Ladakh), Kutch (Gujarat) and Longewala (Rajasthan), demonstrating the true impact of e-commerce in democratizing access for all consumers. This year also saw the largest fleet of women wishmasters compared to the previous TBBD editions. Flipkart's Kirana partners delivered over 4 million packages in the first 4 days of TBBD'23. Seller success reached new heights on India's homegrown e-commerce marketplace with 2X crorepati seller growth over TBBD 2022. Showcasing true commitment to the artisan community, Flipkart's Samarth programme created an 'Indian Roots Store Front' which enabled a large community of weavers and artisans to bring over 3.5 lakh products across Home, Furnishing and Lifestyle categories. Samarth sellers observed a 6X growth compared to the pre-festive period.

A range of affordability options made products and services more accessible for millions of shoppers during TBBD'23. With offers on instant savings and unlimited cashback, Flipkart Axis Bank Credit Card witnessed an 8X growth in overall spends and 4X growth in orders placed, when compared to the pre-festive period. While Flipkart Pay Later grew by 4X, EMI spends increased by 7X compared to the pre-festive period.



New on-app experiences such as Flippi (a Chat GPT-powered shopping assistant), Vibes (video-led browsing experience) and SPOYL (Gen Z Fashion experience), saw great traction, with a ~4X increase in engagement compared to the pre-festive period. Flipverse (3D-rendered, immersive Virtual World with multiple brand spaces) saw a 10X increase in visits compared to the pre-festive period.

People continue to embrace a more visually engaging shopping experience, as Flipkart bridges the content to commerce gap especially with its video offerings. With a majority of viewers from T2+ regions, Flipkart's Video Commerce offering witnessed the highest viewership till date. This includes the total watchtime of 8 lakh hours by 50+ Mn users at a scale of 16X transactions compared to pre-TBBD. FireDrops 2.0, Flipkart's web3 engagement and rewards platform, witnessed tremendous success with a user base of over 2 million participating in brand engagement challenges from 30+ brands, winning NFT-based shopping rewards.

There was a 60% increase observed in Flipkart Plus memberships, compared to TBBD'22. Customers used their Flipkart SuperCoins to not only make purchases, but also to give back to society through the on-app donation drive. The recently launched SuperCoin rewards program on Shopsy witnessed a 1.5X growth in customers using SuperCoins. Trends observed on Cleartrip indicate that this festive season, Indians made air bookings to Dubai, Bangkok, Singapore, Colombo, and Phuket internationally; and Goa, Kochi, Jaipur were top domestic choices. Medicines on Flipkart witnessed a 2.5X increase in shoppers with over 62% customers coming from T2 cities and beyond, with Multivitamins and Ayush products being popular choices.

Flipkart continues to prioritize sustainable measures especially in its supply chain which includes strengthening its EV commitment and focusing on eliminating single use plastic in its supply chain. As a part of its Net-Zero commitment, Flipkart's warehouse in Haringhata, West Bengal, which facilitates over 1 million orders daily during TBBD, has been accorded with the Green Warehouse Platinum Certification from IGBC, the highest certification level, which recognizes global leadership.

Speaking about the successful completion and impact of 10 years of The Big Billion Days, **Kalyan Krishnamurthy, Chief Executive Officer, Flipkart Group**, said, *"This year's 'The Big Billion Days' has received great response from both customers and our extensive network of sellers across the country, which reaffirms Flipkart's purpose of delivering value and convenience to the larger ecosystem. In this milestone year, we continue to spread festive cheer by creating 1 lakh new job opportunities across our supply chain, including fulfillment centers, sortation centers and delivery hubs. We strengthened another pillar of the Indian retail ecosystem by expanding our kirana program, and this year, over 4 million deliveries were made by these partners in the initial days of TBBD. This truly reflects the impact Flipkart has made on the ecosystem, where year after year, we have witnessed millions of individuals embrace the power of digital commerce.."*



Key shopping trends observed during The Big Billion Days 2023:

E-commerce continues to be an equalizer for PAN India shoppers:

- Bangalore, Hyderabad and New Delhi drove the highest demand for small appliances such as Juicer Mixer and Electric Kettles; and 4k Televisions in the large segment
- Demand for premium QLED televisions witnessed a 3X increase as compared to TBBD'22 while large screen 55" (139 cms) TVs and above grew by 2X. Affordability options such as no-cost EMI and product exchange saw a 50% uptick from TBBD'22
- Highest number of purchases on the Shopsy platform during TBBD was observed in T2 and T3 cities such as Guwahati, Cuttack, Medinipur, Gorakhpur and Bankura
- 4 out of 5 smartphones purchased during TBBD'23 were 5G enabled

A premiumisation trend continues:

- Electronics, Travel and Mobiles are some of the categories which witnessed higher traction for premium choices
- The premium smartphone segment grew 1.7X over TBBD'22, enabled by a wide range of affordability levers
- Fashion styles in the INR 5000+ range witnessed an 8X growth across footwear, watches and accessories compared to the pre-festive period. T2 regions witnessed a growing preference for branded clothing
- Premium portfolio across Makeup, Fragrance, Toys and Babycare saw a 4X growth compared to the pre-festive period

Providing value for all:

- Compared to TBBD'22, Flipkart's Recommerce business saw a 42% rise in the adoption of product exchanges option, with Mobiles seeing a notable 50% increase in exchange-led purchases
- 1.5X growth seen in customers opting for Mobiles exchange via the product exchange programme and 2.6X growth seen in customers availing No-Cost EMI, compared to TBBD'22
- 400k customers availed Flipkart's 'Buy Now Pay Later' offering, with 3.5 million transactions observed
- Brands and sellers both amplified their advertising by 1.5X during TBBD compared to last year

New customer acquisition engine:

- Flipkart Fashion continued to play a key role in new customer acquisition with over 44% of new customers coming through this category during TBBD

B2B festive cheer for Flipkart Wholesale:

- Owing to its omni-channel model, a 30% growth has been observed in the number of businesses which transacted on Flipkart Wholesale as compared to TBBD'22
- BNPL (Buy Now Pay Later) offers helped businesses get working capital support. This grew by 2X times during the TBBD period



Flipkart Sellers Abhishek and Saurav Raid from Bengaluru, Karnataka share their views on their decade-long journey with Flipkart, *“Looking back, I would say our growth has been 100% each year for the past 10 years, and we aren’t done yet. We also want to become stronger in manufacturing and scale our setup. When it comes to TBBB, it is our 10th year and TBBB’s 10th anniversary, so we expect no less than 10X growth.”*

Wishmaster Sandeep from Kota, Rajasthan, speaks about growing with Flipkart this past decade *“My journey with Flipkart started seven years ago and this will be the 8th TBBB and I am extremely excited to deliver the products to the customers and bring them festive delight. I am fortunate to be associated with a brand that gives immense opportunities to its wishmasters to grow within the company. I started as a delivery executive and within two years I was promoted to sorting executive. After two years of working as an executive, I got an opportunity to be a part of the Kirana Model, which allowed me to deliver more shipments and earn a better livelihood. This growth is a testament to the timely guidance and regular training being provided by Flipkart which has helped me enhance my capabilities to provide improved customer experience.”*

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