



The Super Shopsy Mela sets new records, delighting lakhs of customers and empowering sellers nationwide amidst the winter shopping spree

- *The Super Shopsy Mela held in January recorded customer growth of **41%***
- *Tier 2+ cities contributed to the highest demand, with cities including **Cuttack, Guwahati, Gorakhpur, Medinipur and Muzaffarpur**, driving demand*
- ***Ethnic Fashion, Home Essentials, Winter Collection and Kids Fashion** were among several other categories that topped the demand chart*

Bengaluru – January 24, 2024: Shopsy by Flipkart, India’s fastest-growing hyper-value e-commerce platform, recently concluded its shopping festival for the winter season – **Super Shopsy Mela**. During the Super Shopsy Mela sale event, Shopsy observed heightened participation from customers in tier 2 and beyond cities, with local sellers from across the country coming together to serve millions of customers. The event propelled economic growth for lakhs of regional sellers.

The sale event, held in January, saw customers across the country engage in high volumes, as users embraced a shopping spree for the winter. Customers on Shopsy App grew by **41%**, with 35% being first-time e-commerce shoppers during the winter sale event. States that contributed to the highest orders were **UP, Maharashtra and Bihar** with over **60%** of the customers from Tier 3+ cities across the country.

Super Shopsy Mela had products starting from Rs. 9/- across the platform. Sarees, men’s t-shirts and sports shoes were the most shopped products during this sale. There was also a curated store which showcased Harvest festivals’ essentials for different geographies in India, ranging from Ethnic Fashion for Men and Women, Home Decor to Pooja Essentials.

Kapil Thirani, Head of Shopsy, Flipkart, said, “Shopsy is dedicated to transforming India’s hypervalue e-commerce landscape. We understand that regional festivals are of great importance to our consumers. Super Shopsy Mela had a great curation of harvest festival needs as well as winter essentials. The noticeable increase in demand, particularly from Tier 2+ cities, demonstrates our commitment to not just meeting our customers’ diverse preferences but also empowering local sellers. We take pride in the positive response from our customers and sellers, and value the importance of understanding regional tastes, events and preferences.”

Building on customer insights and leveraging its technology capabilities, Shopsy introduced an infinity *Feed* and a tag called *Shopsy Budget* which helped customize user discovery of products as well as identify the most value-for-money products. This initiative resulted in a **15x spike in customer impressions**.



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 2021, Shopsy's vision has been to make digital commerce accessible across India through a zero-commission marketplace. Today, Shopsy has **270+ million app downloads**, providing **160 million products** across **1,300+ 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 user 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