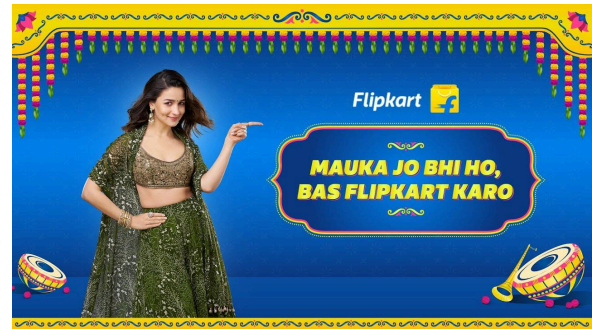




Flipkart's shopping extravaganza: Wedding guests turn heads and take centre stage in latest campaign

~ Featuring Alia Bhatt, 'Mauka jo bhi ho, bas Flipkart karo' spotlights Flipkart as the ultimate shopping destination for every occasion



Bengaluru – January 10, 2024: Flipkart, India's homegrown e-commerce marketplace, has strengthened its position as the one-stop-destination for every shopping occasion, including weddings, for millions of consumers across the country. Kicking off the new year on a high and celebrating the ongoing wedding spirit, the latest '*Mauka jo bhi ho, bas Flipkart karo*' campaign aims at connecting with customers as they look to improve their style and gifting game. This message has been brought to life in a set of two ad films which showcase different wedding rituals celebrated across India, featuring brand ambassador and beloved Bollywood actor Alia Bhatt. The campaign bolsters Flipkart's commitment to empowering every Indian's shopping dream by delivering value while fulfilling every nuanced need - from everyday essentials and the latest gadgets, to wedding fashion wishlists.

The film features a well dressed couple as protagonists who arrive at a wedding, only to bring shock and awe to everyone present with unexpected and thoughtful gifts – a smartphone and television to the couple. Through Alia Bhatt's interjections and quirky engagement, Flipkart is revealed to be the reason behind their dapper look and gift selection - truly a one-stop-shop for everything from fashion to electronics. This makes these wedding guests the star of the wedding, impressing everyone around them, especially Alia. The ad films close with the bride, groom and all the attendees revelling in the celebration with a '*Mauka jo bhi ho, bas Flipkart karo*' jingle. From both these films, one message is absolutely clear - Flipkart is one of the chosen destinations for *any* shopping need for *anyone*!

Speaking about the new campaign, **Pratik Arun Shetty, Senior Director - Marketing, Flipkart,** said, "*At Flipkart, our focus has always been on enhancing the shopping journey for every Indian. Our latest campaign, 'Mauka jo bhi ho, bas Flipkart karo,' embodies this ethos. The ad films featuring Alia Bhatt spotlights Flipkart as the ultimate shopping destination for all your needs. We are thrilled to start the new year by celebrating Flipkart's role in empowering shoppers to shine during every special occasion with perfect outfits and thoughtful gifts. With*



this, we invite everyone to discover the convenience and delight of shopping on Flipkart for any event.”

Mayuresh Dubhashi, Group Executive Creative Director, Leo Burnett said, *“Sure, weddings are all about the bride and groom, but that doesn't mean the attendees can't leave a lasting impression here and there. Our campaign explores the modern day definition of putting your best foot forward at occasions like weddings, whether it be through a style statement or through the perfect wedding gift. The film featuring Alia Bhatt, really exemplifies the joy and ease of discovering fantastic deals and latest products on Flipkart, making it the first choice for every occasion”*

Conceptualised by Leo Burnett, Flipkart has devised a 360-degree campaign with a judicious mix of channels to reach its dynamic set of consumers in multiple languages across demographics.

Credits:

CEO-Leo Burnett South Asia: Amitesh Rao
Chief Creative Officer, Publicis Groupe South Asia and Chairman: Rajdeepak Das
Group Executive Creative Director: Mayuresh Dubhashi
Executive Director: Abhimanyu Khedkar
Associate Vice President: Shailee Mehta
Brand Strategy Director: Vrudhi Doshi
Creative Directors: Reya Reji, Zeeshan Shaikh
Copywriters: Savannah Patel, Dia Gosai, Akshay Panchal
Art Director: Viraj Rane
Account Management: Ryan Carlo, Amisha Piplani

Production House: Prodigious
Managing Partner: Varun Shah
Director: Abhishek Verman
Executive Producer: Akshay Multani
Producers: Amar Parekh, Kopal Gupta

Campaign Link:

<https://www.youtube.com/playlist?list=PLNrODmzoJwwpJYgBxUApkPXh-gbk0YNJZ>

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