

The 4th edition of The Grand Shopsy Mela witnessed 2x surge in New Customers and Seller Growth

~ Shopsy's biggest shopping festival of the year witnessed over 2x spike in customers and orders

*~ **Tshirts, Saree, Bedsheets, and Kurtis** were most in demand*

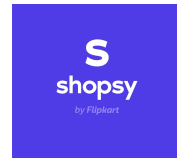
~ The seller growth during the fourth edition of The Grand Shopsy Mela jumped by 2x

Bengaluru - March 26, 2024: Shopsy by Flipkart, India's fastest-growing hypervalue e-commerce platform, concluded the fourth edition of The Grand Shopsy Mela, from the 12th to 17th of March, offering value products at affordable prices. In a testament to this, Shopsy offered over **16 crore+ products** with free delivery and great prices. This is the **4th edition** of Grand Shopsy Mela and it clocked **more than 2x surge** in daily demand and new customers.

Catering to the remotest regions of the country, Shopsy witnessed increased customer demand in Tier 2 and Tier 3 markets such as **Cuttack, Guwahati, Gorakhpur, and Mysore** which emerged as key contributors. **41% of new** users were first-time shoppers, with over **60%** of customers originating from Tier 3+ cities. Top customers from Tier 2+ cities shopped for **Choppers, Kids Clothing, Earbuds, and Fashion wearables** during the event, with men shopping for **T-shirts and shoes** and women shopping for **Kurtis, Sarees and earrings**. This Grand Shopsy Mela resonated very well with the audience, with the platform witnessing **1.4X surge in users**. On the last day of the sale, Shopsy recorded the highest ever traffic on its platform, making this one of its most successful campaigns.

Organza saree, Smart Watches, and Earbuds were among the most searched keywords, reflecting the varied interests and preferences of consumers. Shopsy also observed an increase in demand for unique products such as **Choppers, Water bottles, and Lipsticks** during the sale. With great prices across an array of categories, Shopsy catered to the varied needs of its consumer base. Some of the popular offers were Tees under Rs. 79/-, Men's shoes from Rs. 129/-, Sarees from Rs. 85/-, Kitchen bestsellers from Rs. 19/-, Watches from Rs. 33/-, and Bedsheets from Rs. 129/-.

Grand Shopsy Mela brought in exciting surprises for the customers with new offers going live every hour. These included **Price Crash & Loot Hours** - limited time additional offers across products and **Jhatpat deals** offering products such as earrings, handkerchiefs at Rs 1 for a limited time. Shopsy also rewarded its new customers with an extra offer of Rs. 40/- on top of sale prices.



At Shopsy, the focus continues to empower our seller ecosystem in India. There was increased seller participation from across geographies with cities like Delhi NCR, Surat, Jaipur, Panipat, and Rajkot emerging as frontrunners in seller expansion. With their participation, sellers experienced **2x** surge in growth with some experiencing even 3x growth. It was noted that sellers selling household categories were top selling with their products consistently in high demand and driving significant revenue. Additionally, sellers from remote regions such as Hisar, Sagar, Fatehabad, Satna, and Sanaganer emerged as key contributors underscoring their pivotal role in driving the event's success.

Speaking about the trends observed during The Grand Shopsy Mela, **Kapil Thirani, Head of Shopsy, Flipkart** said "At Shopsy, our mission is to redefine Bharat's shopping experience by offering customers unparalleled access to diverse products at the touch of a button, all at affordable prices. Grand Shopsy Mela embodies our commitment to meet the evolving needs of our customers who eagerly wait for big sale events like these to shop their hearts out and fulfill their wish lists without any constraints. We take pride in supporting local businesses and sellers, who excitedly await the Grand Shopsy Mela, thus promoting economic opportunities and value. As we march forward, we remain steadfast in our commitment to enhancing accessibility and choice for our customers, while ensuring the great prices through events like Grand Shopsy Mela."

Since its inception in 2021, Shopsy has been at the forefront to democratize commerce across India and add value to consumers in Tier-2+ cities. By offering a zero-commission marketplace model, Shopsy has democratized hypervalue commerce in India. As the platform continues to expand in 2024, it remains committed to delivering unparalleled value and accessibility for customers and sellers nationwide.

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.

Established 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 1.4 million 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 thousands of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart has pioneered services such as Cash on Delivery, No Cost EMI, Easy Returns, and UPI. These customer-centric innovations focus on enhancing digital payment offerings for all customers while making online shopping more accessible and affordable for millions of Indians.

