

Shopsy's latest TVC with Sara Ali Khan announces the launch of the Fourth Edition of the Grand Shopsy Mela

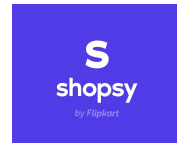
- *The campaign highlights Shopsy's brand positioning as the ultimate hypervalue shopping destination for everyone in the family*
 - *The Grand Shopsy Mela has over 10 lakh products under Rs.99/-*
- *The sale has products from categories ranging across fashion, beauty, home, lifestyle, and more for both men and women*

Bengaluru – March 04, 2024: Shopsy by Flipkart, Bharat's fastest-growing hypervalue e-commerce platform, has released its brand new campaign with Sara Ali Khan to announce the launch of the Grand Shopsy Mela, its biggest sale event of the year. The 6-day-long Grand Shopsy Mela is scheduled to kick-start on **12th March** and end on **17th March**. Customers will be able to access more than 10 lakh products at price points less than Rs.99 across categories like Fashion, Beauty, Home and more as part of the sale.

The 25-second TV commercial stars Sara Ali Khan and provides a new perspective on sale campaigns emphasizing the emotional connection and shared experiences that bring families together while shopping. The campaign is based on consumer immersion insights, which recognize shopping as a family activity where everyone contributes to selecting products to shop for. Another important insight was that family members buy gifts for their loved ones living in different cities through online apps during such sale events. With these in mind, the campaign hopes to connect with viewers by celebrating their collective joy of family bonding and encouraging them to shop their hearts out in the upcoming sale.

Grand Shopsy Mela will offer products from over **1300 categories**. With a focus on both new and repeat users, Shopsy will offer a wide range of unbeatable deals, such as Sarees starting from **Rs. 85/-**, Kurtis from **Rs. 69/-**, Makeup from **Rs. 39/-**, Perfumes from **Rs. 55/-**, Watches from **Rs. 50/-**, Wallets from **Rs. 20/-**, Sunglasses from **Rs. 22/-** and Hair Accessories from just **Rs. 5/-**.

Commenting on the campaign, **Kapil Thirani, Head of Shopsy, Flipkart**, said, *"At Shopsy, we are committed to providing an affordable, diverse, and accessible shopping experience that meets the evolving needs of our customers. The new television commercial aims to capture the essence of family shopping by highlighting the extensive selection and attractive prices that surprise and delight customers. This campaign emphasizes our commitment to value-driven shopping and sets the stage for the highly anticipated Grand Shopsy Mela, where we redefine affordability and choice."*



Expressing her enthusiasm for the new campaign, **Sara Ali Khan, Brand Ambassador for Shopsy**, shared, *“Being an advocate of budget-friendly shopping myself, I resonate deeply with Shopsy’s values. This marks my fourth collaboration with Shopsy. Each time, the response has been incredible, with fans actively searching for my outfits in the ad! Partnering with a brand committed to a value-driven shopping experience for Indian consumers is truly fulfilling. I had a lot of fun shooting this ad. I’m confident that the campaign will spark curiosity about the diverse range of products available at the upcoming Grand Shopsy Mela.”*

Commenting on the campaign, **Adarsh Atal, Chief Creative Officer, Tilt Brand Solution**, said, *“For the Grand Shopsy Mela campaign, we wanted to focus on consumers who shop for everyone in the house and make their families happy with the purchases they make with grand deals. The Grand Shopsy Mela is a quintessential family event, and Shopsy offers something for everyone at great value during this sale. This campaign shows Sara Ali Khan - the family’s shopper getting undiluted expressions of both admiration and applause because she is able to get great products at an affordable price that brings joy to everyone in her family.”*

You can watch the TVCs here - <https://www.youtube.com/watch?v=n2s6YQLMZg>

Since its launch in July 2021, Shopsy has aimed to democratize digital commerce in India through its zero-commission marketplace model offering 160 million products at budget-friendly prices. Shopsy continues to fulfill its vision of making online shopping accessible to every corner of the country by catering to 19,000+ pin codes 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