



Flipkart's VIP Subscription Program is now available for customers in Ahmedabad, Bhubaneswar, Coimbatore, Guwahati, Hyderabad, Patna, Pune & Ranchi

- ~ Limited time offer for all new VIP customers to avail extra savings on their Grocery orders*
- ~ For a membership fee of Rs. 499, Flipkart VIP customers can access a host of benefits such as Faster Delivery and 5% Additional Savings using SuperCoins*

Bengaluru - April 17, 2024: To enhance the online shopping experience while offering unparalleled service, convenience, and best value to every single shopper, Flipkart, India's homegrown e-commerce marketplace is launching its VIP Subscription Program for customers in **Ahmedabad, Bhubaneswar, Coimbatore, Guwahati, Hyderabad, Patna, Pune, and Ranchi.** Following its successful debut in Bangalore, Delhi-NCR, Kolkata, and Mumbai, the Flipkart VIP program opens doors to a realm of special benefits, including 48-hour free delivery on lakhs of products, 5% extra savings using SuperCoins for payments on 100% of products, instant access to dedicated customer support, cancellation or rescheduling of flights on Cleartrip for Re.1, additional offers on Cleartrip hotel bookings, return pick-up within 48-hours and guaranteed early access to shopping festivals.

By upgrading to the VIP Program for an annual membership fee of Rs. 499, customers will access a world of enriching rewards that will give them the best shopping experience on Flipkart. There is a limited-time offer for all new VIP customers to avail of savings on every Grocery order. Flipkart's loyalty program (Flipkart Plus and Plus Premium) will continue to exist for customers to avail the benefits which are a part of that program.

Speaking about the launch of the Flipkart VIP Subscription Program in 8 new cities, Prabh Singh, Senior Vice President - Growth, Customer & Ads at Flipkart, said, *"At Flipkart, we believe it is our responsibility to offer the best online shopping experience and our VIP Subscription Program is in line with this vision. After witnessing the success of this program in 4 cities, we are thrilled to announce the launch of Flipkart VIP in 8 new cities. The Program offers the best of Flipkart across convenience, value, and customer delight, as we remain committed to making Flipkart the preferred shopping destination for all customers."*

Hemant Badri, Senior Vice President, Head of Supply Chain and Customer Experience, Flipkart Group, said, *"We are delighted to introduce the Flipkart VIP Subscription Program to lakhs of new customers, as we redefine convenience and customer delight. Flipkart's VIP Subscription Program offers a differentiated customer experience through offerings such as free 48-hour delivery on lakhs of products, extra savings using SuperCoins, instant access to a dedicated customer support team and early access to the best shopping festivals. Our commitment to enhancing customer satisfaction and simplifying the shopping journey is at the core of this endeavor, and we are confident that this initiative will bolster Flipkart as the chosen destination for shoppers across the country."*



Here is a step-by-step guide to enrolling in the Flipkart VIP Subscription Program:

Step 1: Visit the Flipkart website or app

Step 2: Log in to your account using your credentials. If you are new to the platform, you will need to create an account by providing your details

Step 3: Scroll to the VIP landing page and tap on the 'Get VIP Benefits' button

Step 4: Click 'Continue' to proceed to the payment and finalization process

Step 5: Enter payment details through your preferred mode and confirm the order

Step 6: Upon successful enrollment, you will receive a confirmation message on the website or app

The image displays the Flipkart VIP enrollment process and a promotional banner. At the top left, the Flipkart VIP logo is shown. To its right, two smartphone screens illustrate the app interface. The first screen shows the Flipkart VIP logo and the text "Ready to step into the spotlight?". The second screen shows the app's VIP landing page with benefits like "Save extra 5% on all products using SuperCoins", "FREE 1-Day* delivery in major cities across India", and a "Welcome Gift Box worth ₹499 on premium products". Below this, a promotional banner features the Flipkart VIP logo and the text "Extra ₹500 off* on Grocery, FREE 48-hour delivery, extra 5% savings* & more! Now in your city!". A yellow button labeled "Unlock now" is present, along with a small note: "*View offer details on VIP Zone". On the right side of the banner, a "LAUNCH OFFER" badge is shown above a collection of household products including NIVEA, Gold, White Label SUGAR, and ARIEL MEGA SAVER.

As India's e-commerce homegrown landscape continues to evolve, Flipkart remains committed to driving positive change and shaping the future of online shopping with technology.



For more details on the Flipkart VIP membership and to understand the new loyalty program, please visit the [Flipkart FAQ page](#) on the Flipkart app.

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