



## **Shopsy Ventures into the Kids' Segment, Embraces Growing Trend where Style Meets Convenience**

- *Shopsy launches a budget-friendly Kids' Collection*
- *Customers can now discover an extensive selection of children's clothing, spanning from ages 0-2 years up to 12+ years, along with various other categories such as toys, fashion, school necessities, etc.*
- *Kids wear has already seen a significant spike in purchases since its inception with a major uplift coming during the Summer season*

**Bengaluru - May 28, 2024:** Shopsy by Flipkart, India's fastest-growing hyper-value e-commerce platform, has unveiled an exciting collection for Kids, adding to the excitement of the upcoming summer break. With an extensive array of products ranging from fashion to entertainment, utility items, and beyond, Shopsy encompasses everything from fashion wearables to toys alongside 100+ verticals including toys, school essentials, and party decorations. Prices offered by sellers listed on Shopsy start at attractive prices such as Rs 25/-, ensuring affordability for all. Top categories include learning toys starting at Rs.49/-, kids dresses from Rs. 150/-, kids ethnic wear from Rs. 129/-, soft toys from Rs. 85/-, school essentials from Rs. 25/- and much more to meet every need of the consumer.

Recognizing the surge in search trends for kids' fashion, toys, stationery, and hobby kits, Shopsy expanded its offerings for the vibrant world of children. The Indian landscape also lends a conducive ecosystem for this growth – recent years have seen a remarkable surge in the segment's growth, propelled by evolving trends, constant innovation and shifting parental preference. With the help of deep consumer research Shopsy has identified and tapped on challenges that parents face as their children rapidly outgrow their clothes and toys, and is innovating through a wide and affordable selection.

The launch of the kids' collection has already garnered significant momentum, signaling a promising start for this growing segment. Cuttack, Varanasi, Guwahati, and Muzaffarpur emerged as key contributors from tier 2+ regions. Looking ahead, Shopsy is poised to further strengthen and expand its offerings in the coming months, ensuring continued satisfaction for its



growing customer base. The most popular products in the collection include kids' combo sets of T-shirts and bottoms, learning toys, and stationary items. Customers can avail free delivery and 5-7 days standard shipping on their orders. Shopsy offers easy returns on products making it convenient and hassle-free.

**Commenting on the introduction of this category, Kapil Thirani, Head of Shopsy, said,**

*“At Shopsy, we are constantly exploring new avenues to connect with our diverse customers, and our recent expansion into the kids category is a testament to this. Through diligent monitoring and analysis of consumer behaviors, we gained insights into the timeless appeal of children's products. The Indian market is seeing an increasing demand for Kids' products across multiple categories, positioning it as a promising hub for this segment. We understand the challenges in Indian households where kids outgrow their clothes and demand new toys each season. We are taking this challenge head on by onboarding sellers offering a large variety at attractive prices, so that these changing needs don't hurt the pocket. At Shopsy, we aspire to emerge as the ultimate destination for parents seeking convenience without compromise. We are already off to a great start and are eager to keep growing and evolving in the months ahead.”*

Shopsy has been at the forefront offering enhanced experience and 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

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