



Millions of Customers Tune In to Shopsy's Mega Shopping Dhamaka

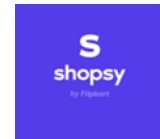
*~The event witnessed over 50% spike in customers and orders
~With exciting offers and prices starting at just Rs 19/-, Fashion and Home emerged as the most popular categories*

Bengaluru, May 30, 2024: Shopsy by Flipkart, India's fastest-growing hyper-value e-commerce platform, recorded tremendous success in its inaugural Mega Shopping Dhamaka event, which garnered extensive participation from millions of customers. Shopsy offered over 16 crore+ products with free delivery and recorded a 50% surge in daily demand and 60% increase in new customers, with 41% of new users being first-time shoppers on Shopsy. This remarkable turnout solidifies Shopsy's position as a trailblazer in the hyper-value e-commerce industry and underscores the immense trust of its customer base.

This event brought forth unparalleled excitement and the best value for money through its range of offers. T-shirts, Sarees and Bedsheets came up as customer favorites, seeing maximum traction. Further, a huge demand was observed from tier 2 and 3 cities with Cuttack, Guwahati, Gorakhpur, Mysore and Salem as the top contributors. Items like Lipsticks, Kitchen Choppers, Mobile Accessories, and Kids' Toys also gained notable popularity, underscoring the diverse range of items on consumer wishlists.

During the sale, Shopsy offered unbeatable deals with the 'Under 45 store' and 'Under 95 store', offering products like Lipsticks under Rs. 45/-, Artificial Plants under Rs. 45/-, Choppers and Containers under Rs. 95/- and more along with limited-time deals like 'Jhatpat Deals' and 'Price Crash', where select items were priced as affordably as Re. 1/-.

With the ongoing summer season, the event was the ultimate destination for all summer needs as well. Value-conscious shoppers availed attractive offers on a wide range of items, including women's wear from Rs. 89/-, men's wear from Rs. 139/-, makeup products from Rs. 59/-, kitchen bestsellers under Rs. 99/-, and home furnishings from Rs. 139/-.



To ensure a smooth customer experience, right from browsing to checkout, Shopsy offered a customized product feed experience, multiple convenient payment modes, and express checkout, so that the customer makes the right choice and enjoys hassle-free shopping. The personalized feed provided customers with tailored recommendations based on their product preferences, shopping behavior, and budget.

Additionally, with a robust delivery network pan-India, consumers can expect their purchases to arrive at their doorstep within 6 days without any hassle.

Commenting on the introduction of this sale, Kapil Thirani, Head of Shopsy, said *“At Shopsy, offering value-driven shopping experiences to our customers is our top priority. Our first-ever Mega Shopping Dhamaka was a way of bringing the excitement of affordable shopping and great prices directly to their fingertips, and the overwhelming response is a testament to the trust and confidence our customers have placed in us. In small towns, customers await online sale events to shop for themselves and their entire family; our goal was to make this experience a lot sweeter with our offers. Our innovations continue to focus on convenience and affordability to help shoppers enjoy the variety of products without burning a hole in the pocket.”*

Shopsy has been at the forefront of offering enhanced experience and value to consumers in Tier 2+ cities. By offering a zero-commission marketplace model, Shopsy has democratized hyper value 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. With the overwhelming success of the Mega Shopping Dhamaka, customers can eagerly anticipate future events that promise to deliver even more excitement and savings.

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

For more information, please write to media@flipkart.com

####