



Flipkart's Big End of Season Sale 2024 sets the stage for the largest fashion extravaganza, with participation from over 12,000 Brands, 2 Lakh+ Sellers and expected 100 Million+ Visitors

- *Beginning 1st June 2024, this special fashion event will offer customers a personalised shopping experience with access to over 75 lakh styles*
- *Over 10 million new visitors are likely to participate, based on early trends observed*
- *Customers can opt for open-box delivery across categories such as sports shoes, watches, jeans and more*
 - *This edition will feature same-day delivery on lakhs of products*

Bengaluru - May 31, 2024: Flipkart, India's homegrown e-commerce marketplace, has announced its much-anticipated 'Big End of Season Sale' (Big EOSS) beginning **1st June 2024**. With the stage set to be one of the largest celebrations of fashion, the Big EOSS will offer customers a wide range of trendy styles, premium brands and exciting Gen Z offerings curated on 'SPOYL', delivered to every serviceable pin code PAN India.

The Flipkart Big EOSS 2024 will offer choices from over 12,000 brands and 2 Lakh+ sellers, with the option of open-box delivery across categories like sports shoes, watches and jeans. Same-day delivery will be available on over 1 lakh products. Some of the popular choices include styles from Puma, Adidas, Nike, Tommy Hilfiger, Fossil, Titan, Crocs, UCB, Vero Moda, Only, W, USPA, Arrow, American Tourister, Peter England, to name a few among the wide selection of brands available on Flipkart.

Customers can avail of various bank offers when making their purchases during Flipkart's Big EOSS, such as 10% Instant Discount on Credit Cards & Credit Cards EMI across RBL Bank, BOB Bank, HSBC Bank (with minimum order value of Rs.2,500). They can also avail offers with Flipkart UPI on a minimum order value of Rs.200.

In the run-up to Big EOSS, Flipkart has also launched a star-studded marketing campaign featuring Allu Arjun and Alia Bhatt, which has encouraged wishlisting of products by customers PAN India.

Speaking about the Big EOSS, **Arief Mohamad, Vice President and Head of Flipkart Fashion** said, *"Season after season, Flipkart's Big EOSS isn't just a fashion shopping event - it's a celebration! It gives us the opportunity to bring joy to our customers as we continue to focus on offering the best value and the widest range of trendy styles from top brands. The Big EOSS shopping extravaganza has not only delighted customers across India, but has fuelled positive growth for sellers and brands on our platform. We're dedicated to offering the latest and best in fashion – across apparel, footwear, and accessories - all accessible through customized on-app experiences."*



Customer trends witnessed in the run-up to Big EOSS 2024:

~ New customers are showing interest in categories like Sports Shoes, Luggage, Watches, Ethnic Suits and Party Dresses; while existing customers favor styles across categories like Jeans, Casual Shoes, Shirts, T-shirts and Tops.

~ With summer temperatures on the rise, Flipkart Fashion has been witnessing some interesting trends in summer fashion. Men are opting for Round-neck T-shirts, Open-knit & Textured shirts, Zipper polos and Parachute trousers. Women are shopping for Bows and Rosette tops, Tube tops & Dresses, Chunky Mules, Oversized scrunchies and Gelato pastel colors, reflecting a blend of style and functionality for this summer season.

~ Notably, Tier 3 regions have shown a remarkable increase in demand for men's footwear as compared to 2023. There has been an increase in searches for Linen, Cotton, Crochet and Sleeveless products.

~ On another interesting note, 'vacation wear' is trending, along with resort-inspired looks such as printed matching sets and breezy summer half-sleeve shirts.

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