



Shopsy Introduces Budget Mobile Category; Offers Economical Options for Feature-Rich Devices

- *Customers can now explore a wide range of top mobile phones available under Rs 15,000/- on Shopsy*
- *Shopsy is already witnessing a 5x surge in the mobile category demand, fueled by special offers*

Bengaluru – June 12, 2024: Shopsy by Flipkart, India's fastest-growing hyper-value e-commerce platform, has launched an extensive collection of budget mobile phones on its platform, catering to the evolving needs and preferences of today's customers. To meet the burgeoning nationwide demand for affordable yet feature-packed smartphones, Shopsy offers an array of mobile phones from top brands including Motorola, vivo, OPPO, realme, Samsung, MI and several other top brands, all priced under Rs. 15,000/- with a starting range of Rs. 5,000/-.

Smartphones have become the go-to device for entertainment and gaming, particularly for customers in Tier 2 and Tier 3 cities across India. Catching this pulse, Shopsy brings forth a curated selection of budget mobiles, ensuring users enjoy an immersive multimedia experience without breaking the bank. This strategic expansion has helped Shopsy activate a high number of new customers who have not transacted in the past.

Since the introduction of the mobile phone category on Shopsy early this year, the platform has witnessed an impressive surge in demand, with a 5x growth in the mobile segment. Moreover, new mobile launches every month have consistently generated excitement among users, resulting in a 3x surge in demand on launch days. Ahmedabad, New Delhi, Hisar, Kolkata, and Jind are among the top cities, where users exhibited strong engagement with the mobile category. To further incentivize purchases, Shopsy offers attractive deals such as no-cost EMI options and attractive bank offers.

Commenting on the introduction of this segment, Kapil Thirani, Senior Director, Shopsy, said, "As more Indians access the internet, the desire for feature heavy smartphones is skyrocketing, especially in smaller towns across India. At Shopsy, customers form the core of our business and by introducing budget-friendly smartphones under Rs. 15,000/-, we tap into their evolving needs. The platform offers affordable, feature-packed smartphones for everyone! The response has been amazing, and we're just getting started. Get ready to see even more incredible deals as we ramp up this exciting new segment!"

Shopsy has been at the forefront to offer 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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