The Grand Shopsy Mela Brought Cheer to Millions of Sellers and Customers across India, Records Strong Growth as the Mid-Year Rolls In

- *The fifth edition clocked a 50% surge in daily demand*
- *Unmatched selection and massive offers; attracted 43% of new customers who were e-commerce natives*
- *Fashion, Household, Kids Collection, and Budget Mobiles were among several other categories that topped the demand chart*
- *70% of customers found deals below Rs. 200/- on Shopsy*

Bengaluru – June 26, 2024: Shopsy by Flipkart, India's fastest-growing hyper-value e-commerce platform, recently concluded the fifth edition of its much-awaited shopping carnival—the Grand Shopsy Mela. The six-day event, over June 11-16, witnessed a 50% growth in customers on Shopsy, out of which 43% were first-time e-commerce shoppers. During the sale, Shopsy observed record-breaking participation from Bharat, with sellers from across the country coming together to serve millions of customers.

Addressing the Diverse Needs of Tier 2 and Tier 3 Customers

To address the needs of an ever-evolving market of value-conscious consumers, the Grand Shopsy Mela brought in an array of offerings for all needs in an Indian household, offering over 16 crore products with free delivery. Customers in tier 2 and tier 3 markets shopped enthusiastically for fashion, household items, kid's collections, and budget mobiles driving maximum growth. Shorts, sports shoes, and flip-flops were top-selling products for men, and ethnic sets, sarees, and earrings for women. Lucknow, Patna, Nagpur, Kanpur, and Visakhapatnam, contributed the most towards the sale. Increased customer demand was observed in tier 2 and tier 3 markets such as Cuttack, Guwahati, Bhagalpur, and Bankura, with 43% of new users being first-time shoppers and over 60% originating from Tier 3+ cities.

Exciting Deals and Ease of shopping Delight Customers

To add to customers' delight, exciting deals were offered at every hour. These included Jhatpat deals, Price Crash deals, and Grand Loot hours which were live with attractive prices across categories – allowing customers to avail top offers like trendy t-shirts starting Rs. 79/-, attractive kurtis from Rs. 80/-, and men's shoes from Rs. 129/-. The shopping carnival also presented great deals for new users including a first-time purchase offer coupon. This helped in bringing in new users to the platform. Beyond the exciting offers, Shopsy also enhanced the shopping experience on its platform and app through innovation in technology including voice search, image search, and AI chatbot. The platform offered cash on delivery and free delivery to attract customers and bring ease of ordering.

Sellers Thrive by Meeting Surging Demand

This season, many sellers experienced a 2x-3x surge in growth during the sale, with sellers from cities like Rajkot, Ghaziabad, Panipat, and Jaipur being top contributors. Household category sellers emerged as the top sellers, with the demand for household products being consistently high and driving significant revenue.

Prathyusha Agarwal, Business Head, Shopsy, said, "*We are elated with the continuous success of the Grand Shopsy Mela, our biggest sale event. Every year it has gone bigger and we have seen customers looking forward to it. This also reflects the trust customers place in us as the ultimate hyper value shopping destination. As we progress in our mission to deliver exceptional value, we remain committed to end-to-end innovation—wide selection to seamless browsing experience. Through thorough market analysis, we will continue to innovate and adapt to changing consumer preferences, ensuring our growth trajectory remains strong.*"

Shopsy aims to continue offering customers an expansive range of engaging products at affordable prices while being a value-based and reliable platform.

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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