



## Flipkart's latest campaign delivers a healthy dose of nostalgia, reminding us why it is India's chosen shopping destination

- Featuring Shehnaaz Gill, Boman Irani, Ratna Pathak, Rupali Ganguly, Raghu Ram and Rajiv Lakshman

**Bengaluru, 07 June 2024:** Flipkart, India's homegrown e-commerce marketplace, has launched a star-studded campaign that will have you grinning from ear to ear. A series of four films brings Flipkart's most valued traits to life, with a hilarious trip down memory lane featuring a few of India's most beloved entertainment icons. The campaign reminds us why Flipkart is the chosen shopping destination for millions of Indians through a delivery of great dialogues by characters that most of us will remember.

### **Bringing the campaign to life:**

- The audience is reminded of Flipkart's commitment to value and trendy selections from great brands by Shehnaaz Gill, as she expressed her love for Flipkart with the iconic dialogue *"Twada style style, Saada style Flipkart!"*
- The promise of same-day delivery is reinforced by Boman Irani, reprising his iconic 'Virus' character, reassuring customers that *"All is well"* with Flipkart
- Unbeatable deals and quick delivery are humorously showcased by value conscious Rupali Ganguly and Ratna Pathak Shah as 'Monisha and Maya' in a laughter-filled Flipkart Grocery shopping spree
- Customer centricity remains a #1 priority for Flipkart, as demonstrated by Raghu and Rajiv representing 'Customer is God' officers, ensuring every customer's needs are met without compromise

Speaking about the new campaign, **Pratik Shetty, Senior Director - Marketing and Media, Flipkart**, said, *"Our latest campaign reaffirms Flipkart's commitment to customer delight by offering great value on original brands, exceptional savings on monthly grocery, same-day delivery through our 'Dawn to Dusk store' and our promise of being the single point of contact for a speedy resolution for all consumer concerns. This promise is reinforced with beloved characters like Virus, Maya, and Monisha, alongside celebrities such as Shehnaaz Gill, Raghu, and Rajiv, who join us as Flipkart officers for each of these promises."*

**Sachin Kamble, Chief Creative Officer, Leo Burnett India**, said, *"We thoroughly enjoyed bringing together some of the most iconic audience-favorite characters and the creative process of bringing their signature dialogues into play with real characters resulting in a series of humorous yet very reliable brand promises for Flipkart. We have woven a series of 4 films with quirky characters and each film reiterates an important attribute about Flipkart while keeping it fun and humorous."*



**You can watch the campaign here:**

1. Shehnaaz Gill: <https://www.youtube.com/watch?v=luHkMQtEKIc>
2. Boman Irani aka Virus: [https://www.youtube.com/watch?v=NI\\_bONx\\_T9w](https://www.youtube.com/watch?v=NI_bONx_T9w)
3. Maya and Monisha: <https://www.youtube.com/watch?v=9mQcaixcSRU>
4. Raghu and Rajeev: <https://www.youtube.com/watch?v=RRqMpyK9YqQ>

**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](mailto:media@flipkart.com)**