



## Indians Spent Over 2 Million Hours On Flipkart's Video Commerce Offerings In The Past One Year

- ~ 1 in 3 of Flipkart's Video Commerce users are youth (<30 years)
- ~ T2+ regions comprised 65% of overall Video Commerce engagement, and top categories include fashion, beauty, personal care, home decor & furnishing
- ~ D2C brands, sellers and farmers are seeing value in Video Commerce offerings

**Bengaluru - June 27, 2024** – Flipkart, India's homegrown e-commerce marketplace, continues to bring the future of online shopping to India through high early adoption for its Video Commerce business with users spending over 2 million hours across a range of creative Video Commerce offerings in the past one year (June 2023 to May 2024). Flipkart's approach to Video Commerce has left an indelible mark in 2024, with events such as *The Farmer's Alphonso Mango Day Live Stream (establishing direct farmer-to-customer connect)*, *Big Bharath D2C livestream*, *The End Of Season Sale* and *Zero Hours* witnessing strong engagement. In addition to these special events, customers had the opportunity to engage in hours of curated content through easy-to-access on-app videos, featuring renowned celebrities and influencers, including RJ Karishma, Ranvijay Singha, Siddharth Nigam, Varun Sood, Pooja Gaur to name a few. Flipkart continues to focus on building its Live Commerce offering this year, through engaging a growing set of 'experts' known as 'Super Hosts'.

More than 75 million users have watched a video when shopping on Flipkart in the past 6 months alone (January to June 2024), across Liveshop+ and Vibes which can be easily discovered on the Flipkart app homepage. Three main reasons why customers from primarily <30 years age group and T2+ regions flock to this format are relatability, trust, ease of access and interactivity (specifically Live chat and comments).

The 2023 festive period (September to December 2023) had back-to-back live streams with Lifestyle, Mobiles, Beauty, Home and Electronics products remaining the top choices for customers PAN India for Video Commerce-led shopping. The maximum viewership clocked (number of times the video was watched) on a *single* Live Commerce video was 1.4 million.

### ***Why are millions of Indians choosing to experience e-commerce via Flipkart's Video Commerce offerings?***

- ~ Video as a format is rapidly gaining adoption, especially among women in T2+ regions, millennials and the Gen Z audience PAN India
- ~ The top 5 cities leading the way for Flipkart's Video Commerce engagement are NCR, Bangalore, Mumbai, Hyderabad and Kolkata
- ~ Video Commerce offers a trusted experience through real-time engagement and live product demonstrations, which helps in understanding the product better
- ~ It enables an informed purchase decision (in addition to reading about the product). For example, customers are able to understand the look, fit, fabric and other such attributes better



- ~ It provides a single platform for an end-to-end experience, starting from curation to decision-making, followed by purchase
- ~ Overall, shoppable videos are gaining traction owing to convenience and efficient screen time usage

India has one of the highest per capita consumption of Internet data, heavily skewed towards video content consumption. This, along with the rapid growth of the Indian e-commerce market, has given rise to Video Commerce. According to a [recent report by Redseer Consulting](#), the short-form video industry in India is expected to create a total opportunity of \$ 8 – 12 Bn by 2030, and the overall short-video user base will touch 600 million by 2025.

**Neha Agrahari, Senior Director - Video Commerce, Flipkart** said, *"At Flipkart, we believe that every shopper is different, and it is our responsibility to create the most engaging and relevant shopping experience for each one of them. We also consistently work towards bringing the 'future of shopping' to every customer and our journey in Video Commerce is aligned with this vision. Flipkart's Video Commerce offering is designed to meet an array of evolving needs, with the intention of not only creating an enhanced shopping experience but also addressing possible barriers that exist when it comes to online shopping."*

#### ***Flipkart's Current Video Commerce Offerings Include:***

**In line with its commitment to be Next-Gen ready, Flipkart's Video Commerce landscape can be viewed through two lenses - *inspirational* and *informational***

*Inspirational videos are usually influencer-led and aim to spark inspiration for the customer; while informational videos are where products are the 'hero', focusing on the product specifics*

- 1. Video integration:**
  - a. Search Experience Video Integration:** Informational video integration into all search results, with product being the hero. For example, if a user searches for 'backpacks', they will find videos that showcases the product in complete detail on the search page itself
  - b. Video-Led Product pages:** These are new video widgets that aid product video discovery along with the autoplaying experience in the app gallery
- 2. Short Form Content on Vibes & Video based deals:** Vibes is Flipkart's unique initiative to help customers begin their shopping journey right from the impulse or inspiration stage. Similar to a social media feed, Vibes curates 'looks' and 'finds' to inspire shoppers, similar to a "window shopping" experience. This is customer-first and engaging short-format content for users that aims to enhance product discovery and shortlisting during the shopping experience
- 3. LiveShop+ & Live commerce:** A dedicated section where curated videos offer a convenient and immersive video commerce experience. Access to real-time live

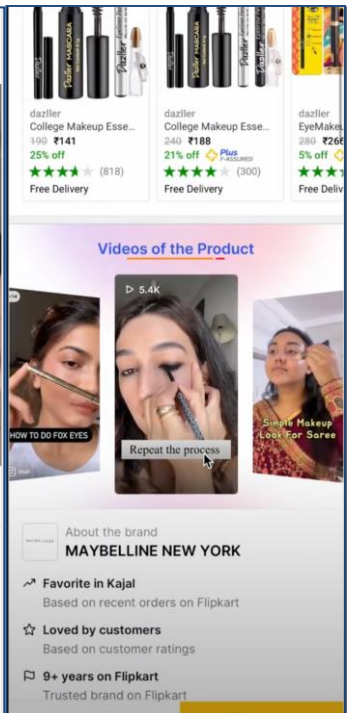


streaming addresses user queries, fostering transparency and enhancing user confidence.

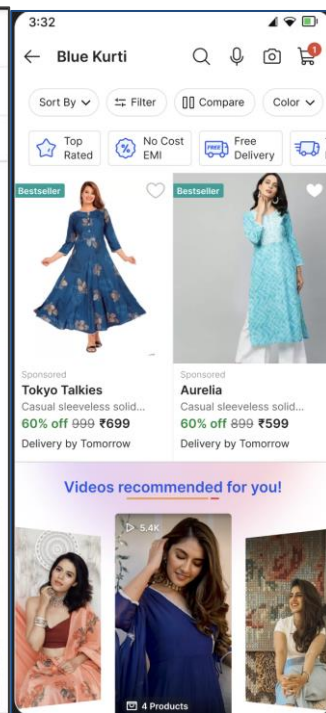
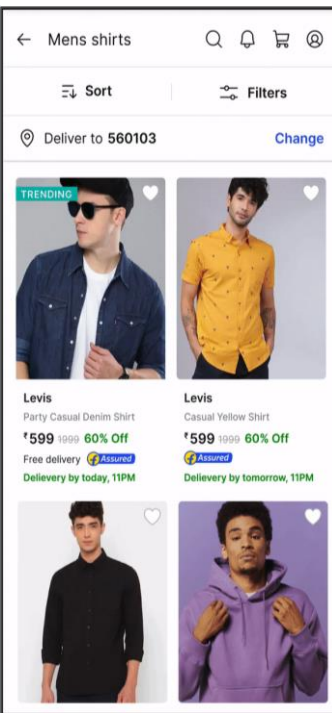
As India's e-commerce landscape continues to evolve, Flipkart remains committed to leading the change and shaping the future of online shopping through immersive technology and a deep customer understanding.



Video Gallery experience



New Video widget with Autoplay Video cards on Search



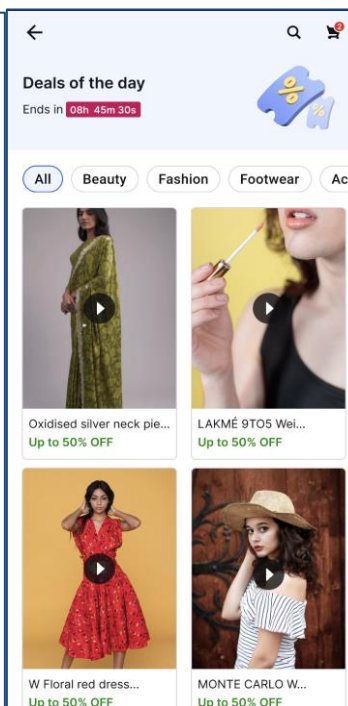
Personalised video for a query



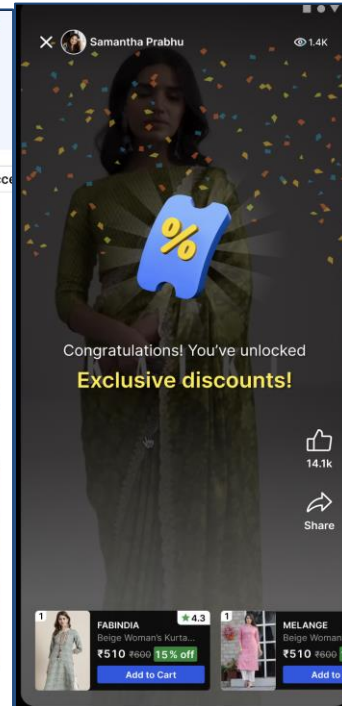
Deals on Lives



Vibes experience



Video deals on Reels



## 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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