



Flipkart hosts its largest beauty extravaganza: The second edition of *Glam Up Fest 2024*

- ***Glam Up Fest will be featuring innovative brand launches, experiential zones, influencer and celebrity appearances***
- ***Leading Celebrities, Top Beauty and Grooming Brands, and India's Premier Beauty Influencers - The Glam Up Fest will unite over 3,500 Influencers and over 70 popular brands across Beauty and Skincare***
- ***The unparalleled experiential beauty festival will feature top celebrities like Taapsee Pannu, Siddhant Chaturvedi, Rohit Saraf, and Adah Sharma amongst others***
- ***Featuring top beauty and grooming brands, the Glam Up Fest will include product Showcases and Product launches by leading brands like Mamaearth, Revlon, Wild Stone, and Lotus Herbals***
- ***Flipkart will enhance the shopping experiences through technological interventions, such as Virtual Try-On, Video Commerce, Skin Analysers and more, aimed at enhancing the shopping experience for fashion and lifestyle categories***
- ***The day-long Glam Up Fest will be held on June 14 at Jio World Convention Center, Mumbai, followed by an app-exclusive Glam Up sale from June 14 to June 17***

Mumbai, June 13, 2024: Flipkart, India's homegrown e-commerce marketplace, announces the second edition of its highly anticipated **Glam Up Fest 2024** on **June 14, 2024**, at the **Jio World Convention Centre, Mumbai**. This **Glam Up Fest**, one of India's largest beauty event gatherings, will feature **3,500+ Beauty and Lifestyle influencers** and **participation** from over **70 top brands** across consumer categories. The Glam Up Fest will provide an unparalleled and immersive platform for the lifestyle influencers who will bring the experience of a diverse range of beauty and lifestyle products to life for their followers through social media, showcasing interactive features.

Bringing local and international brands under one roof, this year's Flipkart's Glam Up Fest will be celebrated by India's loved celebrities, including **Taapsee Pannu, Siddhant Chaturvedi, Rohit Saraf, Ada Sharma, and Pashmina Roshan** amongst others. Celebrities and influencers will engage with immersive brand booths, leveraging Flipkart's AR and VR capabilities with innovative tools like **Virtual Try-On, Video Commerce, Skin Analysers, and more, which** provide comprehensive product views and a more enhanced shopping experience. Co-curated experiential brand zones at the venue by **Loreal, Lakme, Maybelline, Sugar Cosmetics, Mamaearth, Reebok, Revlon, Neutrogena, and Cetaphil** will showcase new launches, deals, and signature collections. **The day-long beauty extravaganza on June 14** will include notable brand launches, interactive activities, beauty demonstrations, product trials, and dedicated photo and video stations.



The on-ground gathering will witness participation from Flipkart Leadership, including **Manjari Singhal, Head of Business, FMCG and General Merchandise, Flipkart, Hemant Badri, Head of Supply Chain and SVP, Customer Experience and Re-Commerce and Jeyandran Venugopal, Chief Product and Technology Officer at Flipkart** who will share their insights on the Technology Innovations, Beauty and Personal Care Industry.

*Ahead of the Glam Up Fest 2024, **Manjari Singhal, Head of Business, FMCG and General Merchandise, Flipkart, said, “Flipkart is elevating the beauty shopping experience for its customers with the second edition of Glam Up Fest - our largest beauty extravaganza. This grand event uniting over 3,500 Influencers with a cumulative reach of over 400 million customers, delivering a billion impressions and over 70 popular brands, will enable customers to explore the latest trends, discover new brands, and engage in exclusive interactive activities followed by an on-app Glam Up Sale. At Flipkart, customer growth and satisfaction are at the core of our mission, and offering a wide range of products to meet varying customer demand exemplifies our unwavering commitment to these values. Glam Up 2024 is an iconic celebration of beauty, fashion, and technology. We are determined to revolutionise how Indian shoppers perceive and interact with products online, unlocking unparalleled value and delivering a seamless shopping experience across the country.”***

With cutting-edge, technology-driven features and a robust supply chain reaching every corner of India, Flipkart is revolutionising and setting new benchmarks in the beauty industry. The Glam Up Fest is a grand celebration of immersive shopping experiences, reinforcing Flipkart's position as the ultimate destination for all your beauty, makeup, and grooming needs.

The event will be followed by the Glam Up Sale from June 14 to June 17, offering Flipkart shoppers exciting deals on beauty, cosmetics, skincare, and fragrance products across premium and homegrown D2C brands. With this sale, Flipkart continues to increase access to selection and affordability options for shoppers while enabling audiences across different geographies and pin codes to shop for their favourite beauty products.

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