



## Super 3 for Shopsy: App does 330M+ downloads by its 3rd year

- *Shopsy records a breakthrough 330 Million lifetime users as it crosses the milestone of 3 years*
- *Millions of shoppers enjoyed hypervalue delights with certain products under Rs. 200/-*
- *With a skyrocketing number of orders, Shopsy continues to empower 1.4 million sellers*
- *Shopsy observes 70% participation from Tier 2 and 3 cities like Bhagalpur, Bankura, Kurnool, Nagaon, and Dhule*

**Bengaluru, July 09, 2024** - Shopsy, India's fastest-growing hyper-value platform, proudly marks its third year with a remarkable achievement of exceeding 330 million app downloads across Bharat. Over the past three years, Shopsy has enhanced the hypervalue online shopping experience by providing affordable products across 1,300 categories, expanding its reach to more than 19,000 pin codes, and fostering a thriving seller community of 1.4 million (including Flipkart) from cities and towns across India.

**Commenting on the platform's three-year anniversary, Prathyusha Agarwal, Business Head at Shopsy,** said, *"We celebrate this milestone with our customers, sellers, and partners, whose support has established us as the favorite hyper-value e-commerce platform. Our journey is defined by a commitment to exceptional value, innovation, and a customer-centric approach tailored to best suit the needs of Bharat. With the Indian e-commerce industry set to reach US\$300 billion by 2030, we remain dedicated to enhancing our offerings, technological capabilities, and delivering an unparalleled shopping experience to the value-conscious customers of Bharat."*

### **Expanding Reach and Enhancing Customer Experience**

In just three years, Shopsy successfully extended its presence across the country, striving to serve customers in all pockets. Shopsy's consumer base now expands into the depths of Bharat with new ecommerce shoppers from Bilgi, Phul, Faridkot, Nagarcoil and many more. Nearly 70% of Shopsy's customers are from Tier 2 and Tier 3 cities, and 90% of new customers are



millennials and Gen Z. This is supported by a robust supply chain and logistics network, complemented by an agile tech infrastructure. Factors like enhanced user experience, intelligent recommendations, AI-powered chatbots for customer queries and seamless payment gateways have helped the overall purchase journey, thus, attracting and retaining more customers.

### **Shopsy's Journey of Growth, Value, and Engagement**

As a leading hyper value e-commerce platform, Shopsy's growth echoes the high demand for value-for-money products in India. Shopsy tapped into the hypervalue range with over 70% shoppers purchasing products under Rs. 200/-. By offering product bundling options at competitive prices, Shopsy is effectively passing value back to its customers.

Shopsy's comprehensive portfolio expands to 16 Million+ products from fashion, beauty, home and electronics for every Indian household. Driven by a customer-first approach, Shopsy continues to launch new categories like budget mobiles, kidswear, and accessories. Shopsy's latest launch, 'Trend Station,' caters to India's trend-conscious Gen Z, featuring viral trends in fashion and beauty.

Shopsy has continuously introduced exciting sale events to attract the Indian consumers who often plan joint purchases with their families. The highly anticipated Grand Shopsy Mela and other events, such as Mega Shopping Dhamaka and End of Season Sale provide customers with frequent opportunities to shop their favorite products. For instance, the fourth edition of Grand Shopsy Mela in March 2024 recorded the highest-ever traffic of single-day users on the platform. Similarly, high customer participation made the first edition of the End of Season Sale a highly successful one. These events have also boosted the growth and prosperity of sellers, with many experiencing up to 3X business growth during these periods.

### **A Thriving Seller Community**

Shopsy's success is also reflected in its growing seller base from cities like Rajkot, Surat, Panipat, Ghaziabad and more. A comprehensive training program helps in fostering a culture of excellence and compliance to the policies. This supportive environment facilitates high sales and business growth, notably tripling during sale events. Initiatives like **Star Seller** maintain consistent criteria for seller performance, while incentivizing and rewarding top achievers.



To commemorate the completion of three years, Shopsy will also be launching its sale event, **Shopsy Birthday Sale** in the upcoming week.

**Sarfaraz, owner of RHYSLABIS Brand**, a Shopsy seller added, *“RHYSLABIS Brand based in Meerut Uttar Pradesh deals in manufacturing and selling casual and formal clothing for men & women. We started business on Shopsy in the year 2022 at a very small scale from our home. Shopsy gave us the opportunity to grow our business in a very short time period. I quit my 13+ years job and now we are successfully running our own manufacturing as well as packing and dispatching unit on a large scale. RHYSLABIS is now a trusted and known brand and we focus on selling self design comfortable and quality clothing for both men and women.”*

Another seller on Shopsy, **Sachin Chakravarty, director at Shrashti Textiles**, said, *“As a business, we did not have much focus online. Our women's apparel business was happening in offline markets. But since we started working on Shopsy Marketplace, we received massive online response in just six months. The Shopsy team has supported us a lot in this journey. Because of online sales, we were able to expand our business with our turnover increasing each day.”*

### **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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