



In Shopsy's latest Campaign, Sara Ali Khan Slays in Style for the Value-Conscious Shopper

Brand no Bar, Swag & Style Baar Baar!

Bengaluru, July 27, 2024 – Shopsy, India's fastest-growing hyper-value platform, today launched its latest campaign 'Apna Swag, Bina Brand Tag' starring brand ambassador Sara Ali Khan. The campaign centers around the value-conscious Bharat consumers' tendency to stretch their rupee to get the best product quality and style in their budget. The campaign challenges the perception that lower prices equate to lower quality. With this ad film, Shopsy positions itself as the ultimate destination that is able to provide good quality for a much lesser price, as customers do not have to pay for mark-ups.

Over the past few days, a [video](#) clip of Sara Ali Khan's outfit spill on an airplane took social media by storm. It sparked a conversation on the expensive-looking outfit and possible damages. Netizens anticipated an angry reaction from Sara but in a surprising plot twist after 48 hours, Sara remained effortlessly cool and revealed that her outfit is actually from Shopsy and unbranded! - bringing alive the fact that stylish, good quality outfits needn't always be expensive.

Shopsy's recent campaign challenges the perception that quality and high price go hand in hand. It resonates with the value-conscious Bharat consumers' tendency to stretch their rupee to get the best product quality and style, well within their budget rather than paying extra mark-ups for high quality. With this ad film, Shopsy positions itself as the ultimate destination that is able to provide good quality for a much lesser price, as customers do not have to pay for unnecessary mark-ups.

Commenting on the campaign, **Prathyusha Agarwal, Business Head at Shopsy**, said, “ *As one of the country's fastest-growing hypervalue platforms, at Shopsy we provide a unique opportunity to millions of Bharat e-shoppers to bridge the gap between their dreams and means. The campaign 'Apna Swag, Bina Brand Tag' featuring Sara Ali Khan is crafted with a deep understanding of the customers' needs that prioritizes affordability, quality, and trends. At*



Shopsy, we aim to bring the best quality at affordable prices. With the increasing popularity of online shopping in smaller cities, Shopsy is dedicated to improving accessibility and delivering unmatched value to Bharat."

Expressing her excitement for the new campaign, **Sara Ali Khan**, said, *"Being part of Shopsy's campaigns is always a blast—they're so fun and relatable! As someone who loves a good deal, Shopsy really hits home for me. This time around, it's even more special because I got to be myself. It's exciting to partner with a brand that exemplifies the perfect combination of quality and affordability. This campaign celebrates smart, value-conscious choices, and I'm sure customers will enjoy it as much as I enjoyed working on it."*

Deep Rooted Customer Understanding

Shopsy's 'Apna Swag, Bina Brand Tag' campaign appeals to price-sensitive consumers seeking affordable and trendy products on a budget. During consumer research, a notable insight emerged: consumers perceive expensive products as high quality. Shopsy approached this by showcasing how consumers can get good quality products for a much lesser price with the cooperation of sellers or partners on the platform who provide the prices for all products. This strategy not only caters to the demands of value-conscious buyers but also establishes a precedent in the market, demonstrating that excellence and affordability can co-exist.

Nearly 70% of Shopsy's customers are from Tier 2 and Tier 3 cities such as Bhagalpur, Bankura, Kurnool, Nagaon, and Dhule, and 90% of new customers are millennials and Gen Z. In 2024, Shopsy's highest orders came from UP, West Bengal, Maharashtra, and Bihar, with over 60% of customers from tier-3+ cities. These consumers prioritize value for money, plan purchases around special occasions or sales, and seek trendy, affordable options for the whole family.

Developed by the creative agency 22 Feet, the campaign features an ad film set on an aircraft where an air hostess accidentally spills a drink on Sara Ali Khan's outfit, surprising passengers. Assuming her stylish attire is expensive, the airplane staff humorously offer their life savings and more. The ad takes a surprising turn when Sara reveals her stylish outfit is from Shopsy and is unbranded, highlighting its high quality and affordability without extra mark-ups.



Brand ambassador Sara Ali Khan's authentic portrayal in the ad film connects deeply with the audience and aligns perfectly with Shopsy's mission to bring the best quality at an affordable price for Bharat.

The 360-degree campaign is set to launch across TV, print, social media, and digital platforms, aiming to bolster Shopsy's brand presence and engagement. The complete TVC can be viewed [here](#).

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

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