



Flipkart's 'Kuch Khaas Kamao' campaign highlights seller pride and equal opportunity

- *The latest 'Kuch Khaas Kamao' campaign showcases how Flipkart allows sellers to sell all types of products with pride, irrespective of the size/nature of their product/businesses*
- *It aims to instill a sense of empowerment by demonstrating the ease of doing business on Flipkart for everyone*

Bengaluru - July 22, 2024: Flipkart, India's homegrown e-commerce marketplace, has introduced a new series of ad films, as part of its 'Kuch Khaas Kamao' campaign for sellers on the platform. The earlier films highlighted the benefits beyond financial gains for sellers partnering with Flipkart. In the second film, the focus shifted to how Flipkart combines reliability, quick service, accessibility, and trust, showcasing how sellers can leverage Flipkart Seller Hub to grow their businesses, while celebrating the power of human connections.

In this third film, the campaign emphasizes the pride sellers feel when they sell through Flipkart. The new films illustrate that sellers can sell any kind product, big or small, with immense pride on Flipkart. Whether it is a storage case, tiny decorative item or a plant / simple utility product, Flipkart enables sellers to succeed regardless of the product size. The platform provides equal opportunities for all sellers to be profitable and successful, celebrating the diversity of products and the confidence with which sellers offer them. The message, '*Flipkart ke saath, har cheez becho shaan se*', emphasizes Flipkart's transformative impact on sellers' lives and businesses.

Ad Film 1: Amidst Arabian Nights-themed props, a seller proudly shares that he runs a business of plants. Initially, the other parent mistakenly thinks the seller means cement plants, leading to an imaginative moment where the seller is pictured working at a cement plant. This confusion is quickly clarified as the seller explains that he sells artificial plants. He then proudly showcases his products on the Flipkart app, highlighting the convenience and pride associated with being a Flipkart seller. The ad concludes with a message of trust and pride, reinforcing the campaign's tagline: "*Flipkart ke saath, har cheez becho shaan se*".



Ad Film 2: Set in a corridor of an apartment building, the film captures a Flipkart seller moving into her new home, aided by two movers carrying a large cupboard. Holding a carton, she is greeted by a curious neighbor who welcomes her to the building and asks about her profession, to which she replies saying she runs a business of cases. The neighbor's initial confusion, thinking she fights legal cases, leads to an imaginative scene where the seller is seen in lawyer attire. This humorous moment is quickly clarified as the seller proudly reveals that she runs a business making travel cases. She showcases her products on the Flipkart app, highlighting the ease and pride of selling on the platform. The ad concludes with a playful twist as the seller, mirroring the courtroom drama, confidently says "Order Order" while pointing to her phone, reinforcing the campaign's tagline: *"Flipkart ke saath, har cheez becho shaan se"*.





Sakait Chaudhary, Business Head - Marketplace, Flipkart, said, *"At Flipkart, we are dedicated to empowering our sellers to present their products with pride, no matter their size or type. The 'Kuch Khaas Kamao' campaign highlights that on our platform, sellers can experience significant growth and success, regardless of their business scale or product range. This initiative celebrates the pride our sellers take in their work and their journey with Flipkart. Through the Flipkart Seller Hub, we are committed to providing the essential tools and support to help our sellers reach new heights and cultivate lasting customer relationships."*

Link to the films:

1. **Ad Film 1** - <https://www.youtube.com/watch?v=XEaDpFTt5L0>
2. **Ad Film 2** - <https://www.youtube.com/watch?v=fiKrdvJTORE>

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