



The Grand Shopsy Mela Kicks Off Festive Celebrations: Dive into a Dhamaal at the Virtual Mela

- *A wide variety of over 50 lakh products will be available under Rs. 199/-*
- *Customers can avail of products at Re 1 through limited stock deals everyday*
- *100 customers also stand a chance of winning grand prizes worth Rs. 1 lakh*
- *Combined with a Mela-themed TVC and an immersive in-app experience, Shopsy bets on the fun and enthusiasm of the carnival to drive growth this festive season*

Bengaluru - August 30, 2024: Shopsy by Flipkart, India's fastest-growing hyper-value e-commerce platform, is gearing up for the festive season with the launch of its most anticipated sale yet: the Grand Shopsy Mela. This sale, running from **September 1st to 8th**, will transform Shopsy's platform into a vibrant virtual mela, capturing the essence of traditional Indian Melas while offering an unparalleled shopping experience.

With a focus on quality and variety, this Grand Shopsy Mela promises to be one of the biggest shopping celebrations of the year, allowing customers to find everything they need for the festive season at an affordable price. The event will feature an extensive selection of 50 lakh products under Rs. 199/-, offering something for everyone. This year, Shopsy is expanding its offerings to 150 categories across Fashion, Beauty, Home, Mobiles and Large Electronics, more than double of last year's 60. The expansion reflects Shopsy's commitment to meeting the diverse needs of families during the festive season and providing the best of value and range for everyone in the family. Understanding the excitement and fervor around traditional Melas, especially in Tier 2 cities and beyond, Shopsy thoughtfully curated this digital fair, offering customers a unique and engaging shopping experience fused with the latest, festive selections and fantastic deals.

Commenting on its biggest sale of the year, **Prathyusha Agarwal, Business Head, Shopsy** said, *"The Grand Shopsy Mela returns bigger and better than ever as a one stop mela, offering Bharat's e-shoppers value-packed products across all categories they need to gear up for the festive season. This time it is more than just a shopping event; it is Bharat ka sabse bada mela-*



Grand Shopsy Mela; a vibrant celebration that brings the essence of the traditional Indian Mela into the heart of every home. With something for everyone in the family, from festive essentials to daily deals, the Grand Shopsy Mela attempts to deliver festive abundance within the limited wallet size our consumers are trying to maximize. We are excited to curate this celebratory shopping experience for our customers in the virtual world, keeping variety, quality and affordability at center stage.”

An Immersive Experience for Mela-Lovers

Beyond exceptional offers, Shopsy will offer a host of engaging activities, including hourly deals, interactive games like ‘treasure hunts’, ‘guess karo aur jeeto’, ‘jhatpat deals’, ‘loot hours’, and exciting contests on its app and website. 500 + lucky winners will win free products during the ‘Guess Karo Aur Jeeto’ game and 100 lucky winners will win grand prizes worth 1 Lakh. The Shopsy app will incorporate Mela elements through the shopping journey along with improved payment experience to ensure a smooth experience.

Unbeatable Offers

With a broader selection of products and attractive prices than ever before, the Grand Shopsy Mela is set to be the ideal shopping event for value-conscious customers across India. Limited time deals such as Jhatpat deals start as low as Re.1/- and will be live twice daily for a limited time. Other deals include learning tabs, bottles, choppers, and posters from Rs. 19/-, western and traditional earrings from Rs. 25/-, jewellery sets from Rs. 79/-, neckbands from Rs. 119/-. Shopsy’s research indicates that fashion (ethnic wear), electronics and mobiles, and home essentials are among the top picks for this season. There will be offers for users who are new to the platform.

Powering Sellers

Shopsy is assuring seller confidence and readiness for the festive season demand. Usually, sellers see huge growth in sales during this time, making it essential for them to have enough inventory, supported by a robust supply chain. Shopsy is hosting seller events in every corner of the country, running regular workshops to prepare and energize sellers for the festive season, with a focus on delivering quality and value to customers. By enforcing stricter seller standards, verifying product listings for accuracy, and integrating customer feedback into its quality



assurance processes, Shopsy has made significant strides on the platform to ensure every purchase reflects its commitment to value and quality. Shopsy's marketplace model is a huge advantage for sellers, as they look to increase their presence pan India.

Celebrating the Festivities with Sara Ali Khan

To mark this special occasion, Shopsy launched a commercial with Sara Ali Khan, where she is in a mela setting, choosing the best deals from Shopsy, ranging from fashionable bags to trendy sunglasses.

Check out the campaign [here](#) and to discover the unbeatable deals on the Shopsy app, [download the app now!](#)

About Shopsy

Shopsy is one of the fastest-growing hypervalue platforms in India launched by Flipkart in July 2021. Designed to offer a wide range of quality products from across 1,300 categories like Fashion, Beauty, Home, Mobiles, Large Electronics and more at affordable prices, Shopsy caters to value-conscious consumers of Bharat. It offers everything from fashion and electronics to home essentials and more. With delivery across 19,000 pin codes and 330+ million app downloads, Shopsy is steering its operations to achieve the vision of democratizing e-commerce in India. Shopsy offers sellers across India an opportunity to reach a wide audience and grow their businesses. Leveraging cutting-edge innovation and Flipkart's robust supply chain network, Shopsy is poised to meet the growing demand among value-conscious shoppers in Bharat who are becoming digitally [savvy](#).

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.

Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 450 million, offering over 150 million products across 80+ categories. Our efforts to democratize commerce in India, drive access and affordability, delight customers, create lakhs



of jobs in the ecosystem, and empower generations of entrepreneurs and MSMEs have inspired us to innovate on many industry firsts. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations have made online shopping more accessible and affordable for millions of Indians. Together with its group companies, Flipkart is committed to transforming commerce in India through technology.

For more information, please write to media@flipkart.com