



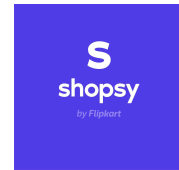
Shopsy Continues the Festive Cheer, brings the Big Billion Days Trailer Sale for Bharat Shoppers

- *The sale comes at the heels of the recent Grand Shopsy Mela, which recorded the highest-ever number of users on the platform*
- *The ongoing Big Billion Days Trailer, offers the season's attractive prices on over 10 million products*

Bengaluru - September 21, 2024: Continuing the festive fervor, Shopsy by Flipkart, India's fastest-growing hyper-value e-commerce platform, is thrilled to bring the Big Billion Days Trailer that is live from September 20 to 26, 2024. Following the remarkable success of the sixth edition of the Grand Shopsy Mela, this sale promises to deliver attractive prices and bring the vibrant experience of local bazaars across Bharat. This Big Billion Days Trailer provides shoppers with early access with sale prices live on over 10 Million products.

This festive sale gives a preview of the incredible offers for customers during the highly anticipated 'The Big Billion Days' commencing later this month. Shoppers can enjoy offers of more than 50%, Re. 1/- deals daily on lifestyle and accessories, and additional limited-time offers for extra savings on Shopsy. While hypervalue consumers are usually constrained by budget, this sale enables them to indulge in king-size purchases for the whole family across various categories.

Prathyusha Agarwal, Business Head, Shopsy, commented, *"The festive season in India is characterized by a series of vibrant celebrations leading up to major festivals like Dussehra and Diwali. At Shopsy, we recognize that each of these festivities hold special significance and unique regional requirements for our customers, who celebrate it along with their families with a lot of fervor. Through Shopsy's Big Billion Days Trailer, we aim to cater to every family across Bharat, ensuring that budget constraints do not come in the way of them partaking in the joy of the season. It's our way of spreading festive cheer and inclusivity throughout the country."*



Understanding the immense demand from Indian shoppers during the festive season, the Grand Shopsy Mela (GSM), Bharat's biggest virtual mela, officially kicked off the country's festive sale early this month. Shopsy's platform transformed into a vibrant virtual mela, capturing the essence of traditional Indian Melas while offering an unparalleled shopping experience to customers. This unique theme elicited a great response with the platform recording the highest-ever number of users in app visits. The festive enthusiasm smashed the all-time daily traffic record eight days in a row.

Shopsy continues to experience rising demand from tier 2 and 3 cities, a trend expected to intensify. These value-conscious shoppers are increasingly seeking affordable options and social validation in their purchases. They are also increasingly becoming comfortable in shopping online beyond apparel, for their entire look and grooming needs as well as their home needs.

Shopsy has been successfully catering to these needs of Bharat consumers, exemplifying its vision to democratize e-commerce for its consumers.

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.

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