



Flipkart Gears Up For 11th Edition of ‘The Big Billion Days’ with New Tech Launches, 1 Lakh+ new jobs in Supply Chain, Faster Delivery and Growth Opportunities For Lakhs of Sellers

A Shopping Festival That Truly Enables Growth For An Entire Ecosystem

- *The Big Billion Days 2024 will be live for every shopper from **September 27, 2024***
- *24-hour Early access for VIP and Flipkart Plus customers begins on **September 26, 2024***
- *The festive shopping season kick-started with ‘Big Sale Of Small Things’ on **15 September** for Flipkart marketplace sellers to leverage the growth opportunities present this time of year*
- *Ahead of the 11th edition of TBBD, 4,500 sellers participated in Seller Conclaves held across India as part of Flipkart’s PAN-India initiative aimed at boosting opportunities for over 1.4 million entrepreneurs and sellers*
- *Flipkart Samarth also celebrated its 5-year journey milestone with 1.8 million livelihoods positively impacted, preserving over 100 traditional art forms and fostering the growth of thousands of sellers*
- *Ahead of the festive season, Flipkart has further strengthened its PAN-India supply chain network with the launch of 11 fulfilment centres across the country, spanning over 1.3 million sq ft, to meet the growing demand*
- *Flipkart is poised to meet the festive demand for same-day delivery with over 2 lakh SKUs, across 20+ cities ahead of The Big Billion Days 2024*
- *This development has directly generated over 1 Lakh new jobs across its Supply Chain PAN India, reflecting Flipkart’s commitment to socio-economic development, as it remains deeply focused on enabling employment opportunities*
- *With an increased focus on faster and reliable deliveries across both metros and non-metros, Flipkart has deepened its logistics capabilities*
- *The Big Billion Days 2024 will offer amazing deals by sellers on a range of products from top brands including smartphones, all home appliances, laptops, electronics, fashion, beauty, home etc.*
- *A safe shopping experience through ‘Open box delivery’ will be available on a wider range of high-value products across product categories like Televisions, Refrigerators, Washing Machines, Microwaves and Mobiles*
- *With Flippi 2.0 and Immersive Shopping, Flipkart is bringing forth the best tech to create engaging TBBD experiences*
- *Flipkart has partnered with HDFC bank to offer customers 10% off on debit cards, credit cards and EMI transactions*
- *Flipkart Axis Bank Credit Card will also offer 5% Unlimited Cashback and customers can avail instant credit & No cost EMIs* with Flipkart Pay Later*
- *Assured daily seller-sponsored cashback coupons & SuperCoins for customers on Flipkart UPI*
- *A wide range of deals and offers will be available on products across group companies, including Shopsy, Flipkart Wholesale and Cleartrip*
- *On Cleartrip, customers can book 5-star hotels at specially curated prices starting*



from INR 2,499/-. For air travel. Cleartrip has partnered with close to 50 airlines to provide special fares to International destinations starting at INR 5,999/- and Domestic destinations from INR 999/-

- *Flipkart Wholesale will bring forth unique offers for its kirana members while also strengthening its operations and value proposition*

Bengaluru - September 16, 2024: Flipkart, India's homegrown e-commerce marketplace, has announced the dates for its highly-anticipated annual flagship event, The Big Billion Days (TBBD) 2024. The shopping extravaganza will kick off on September 27 and continue till October 6, 2024, with early access for Flipkart Plus and VIP members starting September 26. As the country gears up for the festive season, The Big Billion Days 2024 promises to bring a celebration of the best deals and an exciting array of product offerings. As part of the festive preparations to cater to rising demand PAN India, Flipkart has launched 11 new fulfilment centres (FCs) across nine cities in the run up to TBBD, bringing the total number of FCs in India to 83. This development has directly generated over 1 Lakh new jobs across its Supply Chain PAN India reflecting Flipkart's commitment to socio-economic development, as it remains deeply focused on enabling employment opportunities.

Flipkart continues to set new benchmarks in e-commerce by transforming the way India shops online during the festive season with a focus on creating growth opportunities for a wide ecosystem of stakeholders.

Speaking about the 11th celebration of the Big Billion Days, Kalyan Krishnamurthy, CEO - Flipkart Group, said, *"The Big Billion Days is not just a shopping event at Flipkart - it is a symbol of how digital commerce can uplift an entire ecosystem of stakeholders - from sellers, MSMEs, to D2C brands and international labels. As India's festive season begins, we remain committed to creating value for the entire nation - from customers seeking affordability to sellers and local manufacturers scaling their reach. This year's 'The Big Billion Days' will once again redefine the possibilities of e-commerce by driving inclusivity, innovation and sustainable growth across the board. Our vision remains steadfast in playing a pivotal role to shape the future of India's digital economy."*

A futuristic shopping experience courtesy new tech innovations

- **Video Commerce:** Several new video commerce engagements are expected to go live closer to TBBD, which will make the festive season even more engaging and special. Brands and sellers will be opening their best offers with Live commerce this year.
- **Flippi 2.0:** This is a GenAI powered chat assistant which helps customers get answers to any shopping related queries they have, in a hassle-free conversational manner. sPopular queries include - "what is the right product for me?", "what are the performance reviews of this gadget" and "what is the best deal for my budget" etc.
- **Immersive Shopping:** Experiences to help users visualize products to facilitate informed decision making, such as:
 - Gen AI enabled 3D Product Explainer Videos - Videos with 3D visualization of products and its features with voiceovers for enhanced product understanding.



- Try-before-you-buy for Watches - The feature allows users to try-on watches virtually on their wrists to boost their purchase confidence.
- **Gamified engagement & rewards distribution (via FireDrops - Flipkart's brand-first engagement & loyalty platform)**
 - Growing Flipkart UPI adoption through gamification - A gamification model developed through FireDrops; Flipkart's brand-first engagement and loyalty platform, through which customers can earn SuperCoins by completing simple tasks related to Flipkart UPI.
 - Students Pass - Verified student profiles will have access to special SuperCoins offers and rewards.

Expanding seller network to ensure accessibility for all customers

- This TBBD will see 20% higher Seller Rewards and new Customer Constructs to help sellers maximize their growth potential during the festive season
- With a focus on providing the best value, the festive shopping season kick-started with the 'Big Sale Of Small Things' for Flipkart marketplace sellers on September 15 to leverage the growth opportunities presented by the season
- Ahead of the 11th edition of TBBD, 4,500 sellers participated in Seller Conclaves held across Bharat, as part of Flipkart's PAN-India initiative aimed at boosting opportunities for over 1.4 million entrepreneurs and sellers
- Ahead of TBBD, Flipkart Samarth celebrated its 5-year journey milestone with 1.8 million livelihoods positively impacted, preserving over 100 traditional art forms, and fostering the growth of thousands of sellers

Faster Delivery across a wider range of categories

- Improved product quality guardrails to ensure delivery of reliable products to the customer
- Flipkart is poised to meet the festive demand for same-day delivery with over 2 lakh SKUs, across 20+ cities ahead of The Big Billion Days 2024
- Assurance + Safety in delivery: With the increasing focus on the importance of faster and more reliable deliveries across both metros and non-metros, Flipkart has deepened its logistical capabilities.

Delivering elevated customer experiences through value and affordability

- Flipkart has partnered with HDFC bank to offer customers 10% off on debit cards, credit cards and EMI transactions
- Flipkart Axis Bank Credit Card will also offer 5% Unlimited Cashback and customers can avail instant credit & No cost EMIs* with Flipkart Pay Later
- Assured daily cashback & SuperCoins for customers on Flipkart UPI

Unlocking ecosystem benefits with unique rewards and offers

- Members of Flipkart Plus & VIP Loyalty programs will receive Early Access to the Big Billion Days. This special privilege allows members to shop for their favourite products and get access to deals 24 hours ahead of the general public.
- Further*, on Early Access day, the first Plus or VIP member to complete a purchase



every minute will have their entire cart value refunded, up to Rs 10,000, adding excitement and extra savings to the shopping frenzy. (*T&C apply).

- VIP Members will also receive special deals from top brands and be able to claim additional deals up to Rs 1,000 via SuperCoin redemption.

The most relevant selection of products for every customer

- Customers can expect the best deals on premium home appliances, electronics, international fashion and beauty brands
- The 'Brand Mall' experience will present a curated selection of national and emerging brands across categories for all brand-loving customers, in a new avatar
- Value shoppers will also find a very affordable selection across fashion, electronics, home essentials and decor, grooming, books and baby products
- Flipkart Wholesale will bring forth unique offers for its kirana members while also strengthening its operations and value proposition

Travel plans are going to be easier this year

- Cleartrip's deals for TBBD are a sweet spot for customers to book their festive and year-end travel to avoid the price surge in the festive and year-end seasons. Customers can book 5-star hotels at specially curated prices beginning from INR 2,499/-. For air travel, Cleartrip will provide special fares for International destinations starting at INR 5999 and Domestic destinations from INR 999/-.
- Flipkart and Myntra users can avail additional deals of up to 15% savings on hotels; cancel flights at INR.1/-, and use SuperCoins to redeem offers.

Value for all with Shopsy bazaars

- Shopsy will bring the vibrant experience of local bazaars across Bharat, giving customers access to 160 Million products with the best deals.
- Customers can access extraordinary savings across categories like Fashion, Beauty, Home, Electronics, and more; with special savings for first-time users.

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