



## **Flipkart redefines Two-Wheeler shopping with a diverse range of Petrol and Electric options and a technology-driven buying experience ahead of the festive season**

- *Offering a wide range of petrol and electric two-wheelers across 12,000+ pin codes and 700+ cities with Transparent On-Road Pricing, Expert Assistance, Flexible Financing, and Immersive 3D and AR Features*
- *Demand for two-wheelers on Flipkart has soared by 6x in August, 2024 over last year*

**Bengaluru - September 23, 2024:** Flipkart, India's leading e-commerce platform, is gearing up for the festive season by redefining the two-wheeler shopping experience. The marketplace platform offers a diverse mix of petrol and electric two-wheelers from leading brands like **Hero, Bajaj, TVS, Ola, Chetak, Jawa, Yezdi, Vida, Ather and more.** With an extensive reach, covering over 12,000 pin codes across more than 700 cities, Flipkart is providing an unmatched convenience, affordability and reliability to customers nationwide, making this festive period the perfect time to ride into the celebrations with style.

Customers can also benefit from affordable financing options, including 5% unlimited cashback on Flipkart Axis Bank Credit Card, special deals from leading banks, and loyalty benefits through Supercoins, making the process even more rewarding.

**Jagjeet Harode, Vice President - Electronics, at Flipkart,** said: *"At Flipkart, we are dedicated to transforming the two-wheeler shopping experience for our customers. Our goal is to provide unmatched convenience and transparency, ensuring that every customer, whether in a city or semi-urban area, can easily find and purchase the perfect two-wheeler. Our range caters to both petrol and electric two-wheeler enthusiasts, reflecting our commitment to meeting the varied needs of our customers. We've introduced innovative features to empower our customers to make well-informed decisions confidently. By offering exceptional value through affordability, trust, and a wide selection, Flipkart has solidified its position as the premier destination for two-wheeler shoppers."*

*"At Flipkart, we're committed to delivering a seamless, convenient, and transparent experience for customers purchasing two-wheelers. Our platform provides comprehensive and user-friendly On-Road Pricing, including insurance and registration, all in one place. Customers can complete the entire purchase process—insurance, registration, and financing—from the comfort of their homes, supported by expert audio/video guidance. Additionally, advanced features like 3D and augmented reality enable customers to visualize two-wheelers in their own environment, ensuring a more informed and enhanced shopping experience,"* said **Ravi Krishnan, Head of Category Experiences Product at Flipkart.**



Demand for two-wheelers on Flipkart has soared by 6x in August, 2024 over last year. Growth for commuters, scooters and premium two-wheelers, particularly in the electric segment, continues to soar substantially. From entry-level bikes to high-end electric scooters, Flipkart is committed to meeting the evolving needs of Indian customers and driving growth in the two-wheeler market.

Flipkart's diverse portfolio offers a comprehensive range of two-wheelers, catering to the varied needs of customers. It includes petrol two-wheelers such as **commuter bikes, premium sports bikes, and scooters** from renowned brands. For those seeking sustainable options, Flipkart also features a wide selection of electric two-wheelers, ranging from low-speed models that do not require a license or registration to high-speed options from leading brands.

### **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](mailto:media@flipkart.com)**