

Brighter Diwali for Bharat Families: Shopsy Unveils its Big Diwali Sale

- *The platform saw a 81% surge in customers, a 2.8x rise in transactions, and strong participation from 2800+ small towns since the start of the festive season*
- *The sales offer an expansive portfolio of products to meet the unique festive needs of the many Bharats*

Bengaluru - October 21, 2024: Building on the festive spirit, Shopsy by Flipkart, India's fastest-growing hyper-value e-commerce platform, is delighting its customers once again with its Big Diwali Sale that will continue till 29th, 2024. Following the success of its Grand Shopsy Mela, The Big Billion Days sales, and 'Diwali Swagat Sale,' this ongoing festive sale promises an exceptional selection of curated deals. With over 2 million festival essentials, shoppers can discover exclusive offerings that reflect the vibrant and varied traditions of Bharat. This Diwali, Shopsy is committed to delivering an unparalleled shopping experience that truly celebrates the spirit of the season. Since the start of the festive season, the platform has recorded a significant 70% boost in visits.

As Bharat prepares for the joyous Diwali festival and the surrounding festivities, this period is marked by family celebrations, gifting, and shopping. Shopsy's Diwali Swagat Sale, which began on October 13, set the stage for an exciting shopping experience, leading up to the Big Diwali Sale. This mega sale aims to enhance the festive experience for its customers, catering to family needs for regional festivities like Dhanteras, Karwachauth, Bhai Dooj, Govardhan Pooja and more. The extensive collection of products, with over 50% off, ranges from fashion to home decor to festive essentials. Shoppers can enjoy great deals of the season on popular festive categories across fashion, cleaning, gifting, home, and much more. Shopsy will be offering 10,000 Shagun deals daily to customers, starting at Rs. 11/-, Rs. 51/-, Rs. 101/- and more. Users will also stand a chance to win Gold and Silver coins by participating in the Gold Utsav challenge on the app.



Prathyusha Agarwal, Business Head, Shopsy, shares, *“India's rich festive calendar, from Rakhi to Diwali, plays a major role in shaping shopping trends. According to a recent report by Redseer Strategy Consultants¹ India's e-commerce sector is projected to experience a 20% year-on-year surge during the festive season, particularly benefiting the 'big three' categories: mobiles, electronics, and fashion. Understanding the diverse needs of our customers, Shopsy continuously adapts its product range to cater to every key moment. With each week of the festive season bringing new micro-occasions, we're committed to offering the right products for every celebration, ensuring that our customers always find exactly what they need. As we gear up for the Big Diwali Sale, Shopsy is here to help every family member celebrate even the smallest festival with big enthusiasm and joy!”*

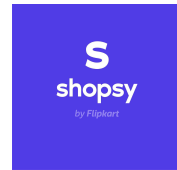
The success of these sale events reflects the growing demand from Tier 2 and beyond cities. The rise of e-commerce in these regions signals a transformative shift in consumer behavior and deeper market penetration. Customers eagerly anticipate exciting offers tailored to family-oriented purchases, exemplified by Shopsy's festive spirit, which resonated across Bharat, capturing the nuances of regional festive traditions.

The Grand Shopsy Mela (GSM), Bharat's virtual mela, kicked off the festive season, transforming into a vibrant online experience. This unique theme attracted record user visits and smashed the all-time daily traffic record eight days in a row.

The Big Billion Days ka Trailer sale previewed the substantial offers to come, followed by the much-anticipated Big Billion Days event. During both events, Shopsy experienced an 81% increase in total customers and a 2X growth in transactions. Popular categories like home decor, makeup, ethnic wear, and watches saw a 3X growth, while lifestyle products increased by 2.7X.

The Big Billion Days sale period also saw strong participation from 2800+ small towns including tier 4 cities like Kamalapuram, Vadar, Sihor, Bansatar Kheda, Vairengete, and Bhota, with more and more shoppers seeking affordable options with quality products to meet their unique needs.

¹ <https://redseer.com/reports/festive-2024-insights-redseer-projects-20-yoy-e-commerce-growth/>



Shopsy has effectively met the diverse needs of Bharat's consumers, exemplifying its vision to democratize e-commerce. By customizing its offerings, Shopsy is winning in the many Bharats and fostering a truly inclusive digital marketplace.

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