



## With Shopsy's End of Season Sale, Enjoy Naya Look, Nayi DP, Har Din

*Customers can choose from over 50 lakh fashionable products, all priced under ₹149*

**Bengaluru - December 06, 2024:** Shopsy, India's fastest-growing hyper-value platform, is wrapping up 2024 on a high note with its much-awaited 'End of Season Sale' (EOSS), bringing year-end excitement to a whole new level. The sale, starting from **December 7 to December 15, 2024**, brings over 50 lakh styles for customers under Rs.149/-, making it the ultimate destination for trendy, budget-friendly fashion.

With a focus on quality and variety, the sale promises to be the biggest fashion sale of 2024, allowing customers to find everything under one roof. From Flash Fashion Deals, Style Loot Hour and Mega Price Crash provided by sellers/brands, customers can avail of never-before-seen offers on their favourites. Customers can shop from various categories, including top products like fashion apparel, kurtis, ethnic dresses, home decor, footwear, and more, at unbeatable prices and offers. With this sale, customers can embrace a fresh style every day, truly reflecting the spirit of **'Naya Look, Nayi DP, Har Din!'**

**Prathyusha Agarwal, Business Head, Shopsy, shares,** *"Fashion isn't just about trends—it's an extension of who we are. Shopsy's End of Season Sale is all about empowering customers to embrace their style with confidence. As we welcome the new year, we're excited to present Bharat's shoppers with a thoughtfully curated collection for every member of the family—from Gen Z and kids to Millennials. No matter your style, you'll discover it all at unmatched affordability on Shopsy. With our EOSS, flaunt your **Naya look, Nayi DP, har din!**"*

Shopsy is committed to providing a seamless shopping experience on budget-friendly mobile phones by continuously enhancing the app to be more efficient and light, enabling customers to access the app regardless of storage limitations. To further elevate the shopping experience, personalized recommendations will help customers effortlessly discover their favourite from a wide range of products.

Year-end trends reveal a growing preference for versatile pieces that can be styled in multiple ways, allowing customers to stay fashionable without overspending. Shopsy's recent data



shows a 3x increase in demand for budget-friendly, stylish clothing among value conscious shoppers who are also eager to refresh their wardrobes regularly.

Whether updating your wardrobe or refreshing your WhatsApp DP, Shopsy's Biggest Fashion Sale is the ultimate destination for fresh, affordable looks. With Shopsy's commitment to serving the Bharat consumer, this sale offers an inclusive shopping experience that caters to diverse tastes and budgets, making stylish fashion accessible to everyone.

Check out the updates on [Shopsy App](#).

### **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, Cleartrip, and super.money.

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.

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