



Flipkart celebrates finding joy in the imperfections; turns snores into stunning offers to celebrate Valentine's Day

~ A unique digital activation enables users to unlock special offers by recording their snores

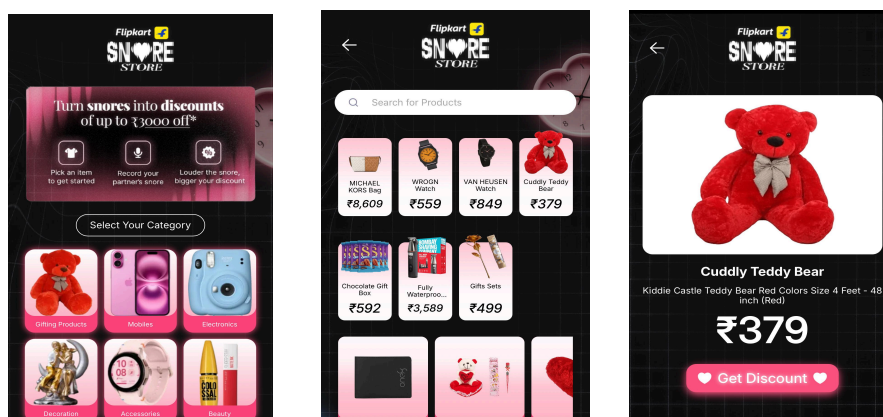
Bengaluru - February 13, 2025: Flipkart, India's homegrown e-commerce marketplace, has launched a new campaign that celebrates finding joy in the imperfections, by creating an interactive shopping experience from an everyday habit – *snoring*. Flipkart's recently launched 'Snore Campaign' has designed a special calculator that listens to a person's snoring patterns and converts them into dynamic offers. Customers can record their partner's snores on the Flipkart app and unlock exciting deals in the process. This year, Flipkart's Valentine's Day celebrations showcase how it remains truly ahead of the curve when it comes to highly engaging commerce experiences.

In addition to the *Snore Store*, Flipkart also launched an advertising campaign for Valentine's Day. The ad film begins with a girlfriend frustrated by her boyfriend's loud snoring, which has disturbed her sleep. The film takes a humorous turn when she starts recording his snores and uploading them to claim exciting deals on Flipkart. The campaign hilariously showcases that true love isn't just about romance; but it's about finding joy in the imperfect moments, the daily routine, and even the annoying habits. By turning snoring into a playful reward, the campaign celebrates love in its most unfiltered and authentic form.

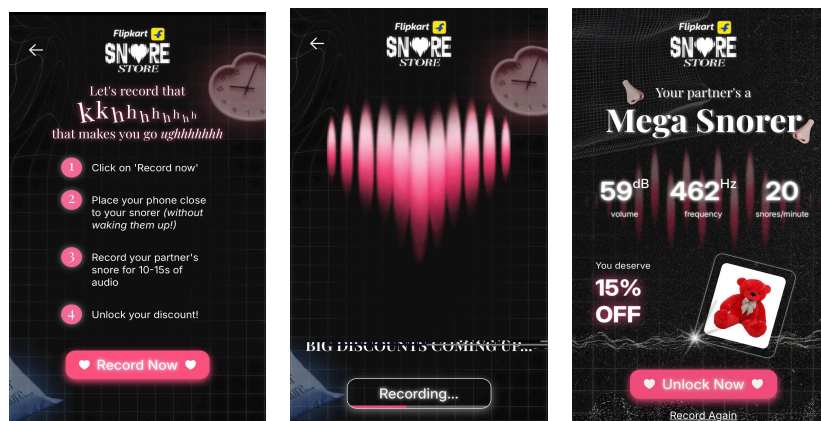
Here is how you can unlock the 'Snore' deals:

The offer value is determined by multiple factors, including volume, frequency and snores per minute. A customer has to follow these simple steps-

1. Choose an item from the Snore Store on which you'd like the best deal: <https://snorestore.in/>



2. Record your partner's snoring!



3. You'll be assigned a coupon (Up To INR 3000) based on your recorded snore – the louder the snore, better the deal!

By harnessing AI and gamification mechanics, Flipkart continues to push the boundaries of innovation in e-commerce, offering customers a fun and engaging way to discover savings.

The Snore Campaign aligns with the growing trend of interactive commerce, where brands use AI, gamification, and experiential marketing to engage customers in novel ways.

Watch the campaign here: <https://youtu.be/fOBMI0JdsJM?si=Qpm4Pv0QK9Z0Sap->

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.

For more information, please write to media@flipkart.com