



## **Shopsy Brings Back the Customer-Favourite Grand Shopsy Mela – 'Shopping Mela Sabse bada, Prices Sabse Chote'**

- *A wide variety of over 10 lakh products under ₹149/- across fashion, home, electronics, kitchen, etc., will be available at this shopping extravaganza*
- *Unmissable offers every hour - customers can grab steals starting at just Re 1/-!*

**Bengaluru, India - March 1, 2025:** Shopsy by Flipkart, India's one of the fastest-growing hyper-value e-commerce platforms, is set to launch the most anticipated event of the year, the Grand Shopsy Mela (GSM). Scheduled from **March 1st to 9th**, this year's Mela promises to bring the joy and vibrancy of Bharat's beloved traditional fairs to the digital world, creating an unforgettable shopping experience for families across the nation. With the theme 'Shopping Mela Sabse Bada, Prices Sabse Chote,' the Grand Shopsy Mela celebrates the essence of value shopping, bringing an engaging mela-themed shopping experience.

### **A Celebration of Shopping and Savings**

GSM is more than just a sale; it's a celebration of abundant access for our Bharat Consumers. Rooted in the spirit of the traditional Indian mela, the event recreates the excitement of bustling bazaars, where families come together to shop, explore, and enjoy. With jaw-dropping offers of the year brought together by sellers across Bharat, Shopsy is set to transform online shopping into a vibrant, joy-filled family experience

The eighth edition of the Grand Shopsy Mela will be the largest, offering an expansive range of products across top categories like fashion, home essentials, electronics, lifestyle, and beauty. Staying true to its focus on affordability, shoppers can browse through over 10 lakh products priced under ₹149/- — ensuring every family can shop their hearts out without stretching their budget.

### **Bharat's Favorite Digital Mela**

Understanding the cultural significance of mela in Tier 2, 3 and 4 cities, Shopsy has designed the event to resonate with value-conscious shoppers. GSM has consistently seen record-breaking engagement, with previous editions witnessing a 3x surge in customer demand. With unique offers across a wide range of products, Shopsy is the online shopping destination shoppers truly call their own, where they can afford



everything they love without hesitation. Shoppers from every corner of Bharat eagerly anticipate each GSM edition, a trend set to grow stronger.

### **More Than Just Shopping: An Engaging Experience**

At Grand Shopsy Mela, value meets excitement, making it the ultimate shopping destination for budget-savvy buyers. Shoppers can enjoy Grand Jhatpat Deals (starting at just ₹1/-), Grand Loot Hour, Sabse Chhota Price Zone (featuring items under ₹99/-), and Grand Jackpot Deals, delivering unmatched savings on must-have products. The Mela also offers hourly deals, turning every shopping moment into a thrilling race for the best deals. With a robust tech platform and enhanced user-experience, Shopsy ensures a seamless and smooth experience, even during peak shopping hours.

### **Expanding Horizons: Reaching More Shoppers**

As its customer base continues to grow, Shopsy remains committed to serving value-conscious customers across the many mini Bharats by offering accessibility, affordability, and a wide variety of choices that are Bharat first.

*Commenting on the event, Prathyusha Agarwal, Business Head, Shopsy, said, “For our shoppers in Bharat, a sale is an event, but a mela is a vibe, an immersive experience filled with excitement, discovery, and shared moments with family. The Grand Shopsy Mela has become the go-to destination for Bharat’s Gen Z and millennial shoppers, who are redefining online shopping with their digital savviness and value-conscious choices. With nearly 70% of our customers from tier-2 and tier-3 regions and 90% of new transacting customers being millennials and Gen Z, our focus is creating an engaging, high-energy shopping experience that blends affordability with regional relevance and quality. This edition of GSM takes it a step further with an expanded product range across affordable price buckets under Rs 500/-, gamified shopping features, and real-time deals tailored to Bharat’s diverse shoppers. By combining deep consumer insights with innovation, we are making quality shopping more inclusive, exciting, and accessible, bringing the true mela experience to every digital shopper in Bharat.”*

Stay tuned for unbeatable offers and a vibrant, joyful shopping experience on the Shopsy app and [website](#).

### **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.

For more information, please write to [media@flipkart.com](mailto:media@flipkart.com)