



Flipkart Partners with FanCode Shop to Bring Official Sports Merchandise to SuperCoin Users

- *Flipkart users can now shop for authentic gear from top IPL teams like Rajasthan Royals, Mumbai Indians, Kolkata Knight Riders, ICC tournaments, global football clubs like PSG, Man City, Barcelona, Juventus, ISL teams, and select NBA & F1 teams*
- *Customers can redeem up to 50% of the product price using SuperCoins*
- *The launch aligns with the IPL season, allowing fans to support their teams with officially licensed apparel and accessories*

Bengaluru – March 20, 2025: Flipkart, India's homegrown e-commerce marketplace, has partnered with FanCode Shop, India's premier destination for official sports merchandise. This partnership will bring a dedicated FanCode Shop to Flipkart's SuperCoin ecosystem, offering millions of users seamless access to authentic sports merchandise. Customers can now shop for official gear from their favorite teams and leagues using a combination of SuperCoins and other payment instruments, including cash, making high-quality merchandise more affordable and accessible.

Through this integration, Flipkart Supercoins users will have direct access to exclusive offers on official merchandise from leading sporting events and franchises on FanCode Shop. Some of these include IPL teams like Rajasthan Royals, Mumbai Indians, Kolkata Knight Riders, Punjab Kings, Gujarat Titans, Delhi Capitals, Lucknow Super Giants, Sunrisers Hyderabad, ICC tournaments such as the World Cups, Champions Trophy, and many more national and international events.

As part of this collaboration, Flipkart customers will benefit from a flexible payment model, enabling them to redeem SuperCoins for up to 50% of the product price while paying the remaining balance through cash or COD. This will help the users save upto 50% i.e. the amount of Supercoins used on purchase of the product.

Commenting on the partnership, **Gaurav Arora, Vice President, Payments and SuperCoins at Flipkart**, said, *"At Flipkart, we are constantly innovating to enhance the SuperCoins ecosystem, enabling customers to unlock greater value while shopping. This partnership with FanCode Shop comes at the perfect time, offering sports enthusiasts a rewarding way to purchase official merchandise while maximizing their savings through SuperCoins. By expanding the avenues where SuperCoins can be used, we are reinforcing our commitment to making aspirational products more accessible and ensuring that customers benefit from greater affordability and flexibility in their purchases."*

Prasana Krishnan, co-founder, FanCode, said, *"At FanCode Shop, our mission has always been to make official sports merchandise more accessible to fans across India. Partnering with Flipkart SuperCoins is a significant step in that direction, as it allows millions of Flipkart users to*



get authentic gear from their favorite teams and tournaments with added affordability. This makes FanCode Shop the first platform to bring official sports merchandise to Flipkart's SuperCoins ecosystem, further expanding our reach and ensuring that fans can proudly support their teams in a seamless and rewarding way."

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

About FanCode

FanCode is India's premier sports destination committed to giving fans a highly personalised experience across content and merchandise for a wide variety of sports. Founded by sports industry veterans Yannick Colaco and Prasana Krishnan in March 2019, FanCode has over 160 million users. It has partnered with domestic, international sports leagues and associations across multiple sports. In content, FanCode offers interactive live streaming in industry-first subscription formats with Match, Bundle and Tour Passes, along with monthly and annual subscriptions at affordable prices. Through FanCode Shop, it also offers fans a wide range of sports merchandise for sporting teams, brands and leagues across the world.

[Dream Sports](#), India's leading Sports Technology company, is the parent company of [FanCode](#), with brands such as [Dream11](#), and [DreamSetGo](#) in its portfolio.