



## Flipkart to Host Glam Up Fest 2025, Reinforcing Its Position as India's Go-To Destination for Beauty Commerce and Leadership in K-Beauty

- *One of India's biggest beauty fests will spotlight iconic brand launches, K-beauty products, celebrity and influencer sessions, live tutorials, and immersive brand experiences*
- *Set to take place on **6th and 7th June** at NESCO, **Mumbai**, the fest will bring together top brands, Gen Z creators, with a spotlight on Korean beauty trends*
- *Some of the key brands participating include **HUL, PnG, Minimalist, Honasa, McCaffiene, Himalaya, Bella Vita**, and many more*
- *From **6th to 10th June**, Flipkart's in-app Glam Up Sale will offer shoppers nationwide exclusive access to limited-time deals, new launches, and curated beauty picks*

**National, May 29, 2025:** Flipkart is set to host the third edition of India's biggest beauty and lifestyle event, Glam Up Fest 2025, on June 6th and 7th at NESCO, Goregaon, Mumbai. The event will span for two days, bringing **100+** leading beauty, grooming, and K-beauty brands, alongside **6,000+** influencers and creators from across the country. Designed as a high-energy celebration of beauty, innovation, and content, Glam Up Fest 2025 reinforces Flipkart's leadership in K-Beauty, featuring immersive brand experiences, tech-led product discovery, and exclusive consumer activations.

Attendees can look forward to a thoughtfully curated mix of **brand launches**, the **best K-beauty products**, **celebrity and influencer-led sessions**, alongside **live tutorials** and **immersive brand zones** designed for beauty enthusiasts and professionals. With a strong focus on innovation, the event will spotlight Flipkart's technology-led solutions, including **AI-powered skin diagnostics**, **Virtual Try-On**, and **Live Video Commerce**, that are transforming how consumers discover, engage with, and purchase beauty products.

**Manjari Singhal, Head of Business, FMCG and General Merchandise, Flipkart**, said, *"With the third edition of India's biggest beauty event, Glam Up Fest 2025, we are shaping how beauty is discovered, experienced, and shopped in India. We are committed to creating a seamless, immersive experience where technology, trust, and aspiration come together. This event reflects our vision and ongoing commitment to making beauty more accessible, bringing the latest trends, including K-beauty, and engaging experiences closer to millions of customers in a more discoverable and delightful way."*

The expanded two-day event, Glam Up Fest 2025 enables deeper storytelling, stronger brand-consumer engagement, and a more personalized experience across every touchpoint. The event is expected to attract strong interest from consumers, creators, and media alike, further reinforcing Flipkart's leadership in the beauty space. The event will be followed by an exclusive in-app Glam Up Sale from **06th June to 10th June**, offering limited-time deals, product drops, and curated beauty collections for Flipkart shoppers nationwide.



## 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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