



Flipkart Unveils Upgraded 'Plus' Loyalty Programme In A New Campaign, Spotlighting SuperCoins On Every Shopping Transaction

Bengaluru, India – 17 June, 2025: Flipkart, India's homegrown e-commerce marketplace, has unveiled its *upgraded* loyalty programme 'Flipkart Plus' in a vibrant new campaign that showcases how every shopping transaction on Flipkart can be a rewarding experience. Flipkart Plus is Flipkart's flagship membership program, offering great savings and shopping privileges that enable customers to shop smarter. At the heart of the program is SuperCoins, which is the rewards currency that, for the first time, now unlocks an extra 5% off across all Flipkart products. Flipkart Plus also offers privileges such as additional bank offers, special access to all major shopping events, and assured post-order surprise 'Treats' (such as gift cards and coupons), thereby *directly* rewarding them. This approach is redefining the loyalty experience in the retail ecosystem by building it around the customer's shopping activity, and not an upfront fee.

The new Flipkart Plus campaign features a dynamic digital film starring an effortlessly cool Dadaji and Dadiji, who break stereotypes and redefine smart shopping with unmatched flair. Set against the lively backdrop of a semi-urban terrace, the ad opens with Dadaji skateboarding in shades and headphones while watering plants, setting the tone for a cheeky, high-octane narrative. A neighbor's playful question, "*Inki pension dollars mein aati hai kya?*" is met with a quip from Dadiji: "*Flipkart Plus se aati hai! SuperCoins milte hain har order pe!*" She then reveals how SuperCoins unlock extra savings of 5% off across categories like electronics, fashion, and daily essentials while flaunting a slick Bluetooth speaker. The film culminates in a rhythmic hip-hop groove, as the senior duo dances with panache, making a bold statement: loyalty is best served with swag. The Flipkart blue and yellow flash across the screen with a final message: '**SuperCoins matlab Super Savings**'.

What is unique about Flipkart Plus?

- Flipkart Plus rewards loyal customers with an array of benefits, without charging them a membership fee
- With SuperCoins earned on every order (1 SuperCoin = ₹1 saving) and the ability to redeem them across the entire selection, Flipkart Plus makes savings simple and seamless.
- Plus Members will get early access to all big Flipkart shopping events, along with special bank offers. They can also unlock surprise Treats (gift cards, coupons, and more valued at ₹50+) as they achieve shopping milestones
- Customers can become a Plus Silver member by completing just 10 transactions in 12 months. They can unlock Plus Gold by completing 20 transactions and get additional SuperCoin earnings on every order and higher bank offers during the early access window



Speaking about the Flipkart Plus programme, **Rahat Patel, Vice President - Loyalty, Flipkart**, said, *"Flipkart Plus aims at delivering unmatched value to its customers every single day. Our most engaged customers, part of the Plus program, earn SuperCoins on every order. These can then be redeemed across our entire selection of products - from daily essentials and fashion to electronics and beyond. Deepening this value promise, during Flipkart's major shopping events, Plus members unlock additional bank offers during the 'Early Access' window, making every shopping celebration more rewarding. For some shoppers, we also have a little surprise value-unlock through 'Plus Treats' too. We remain committed to unlocking smarter shopping by enabling real and daily value on every single shopping transaction."*

You can watch the campaign film here: [▶ Flipkart Plus - Super Style, Super Savings! \]](#)

The campaign is conceptualized and executed by Boat House Media in collaboration with FCB Kinnect, and showcases Flipkart's continued focus on building cultural resonance through storytelling. To ensure widespread reach and cultural resonance, the film will be available in multiple languages, including Hindi and Kannada.

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