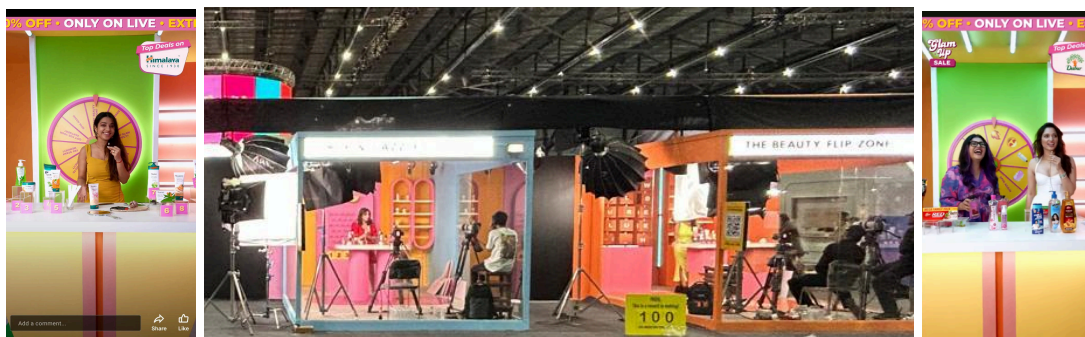




## Flipkart Achieves India's Longest '100 Hours Beauty Live Stream'; Redefines Online Shopping with 100K+ Viewers, 140+ Brands and Endless Discovery



**Bengaluru, 18 June, 2025:** Flipkart, India's homegrown e-commerce marketplace, has set an industry benchmark with the successful completion of a 100-hour uninterrupted beauty live commerce ('Live Stream') marathon. This milestone was achieved by bringing together over **140 beauty brands**, India's best creators, **40+ guest influencers**, and **over 100K+ engaged viewers** during Flipkart's flagship event, *Glam Up Fest 2025*. Over the course of the fest, there were surprise visits from some of India's most-loved celebrities and influencers like **Tamannaah Bhatia, Ankush Bhaguna and Aora**, who were featured during the live stream on the Flipkart app.

For categories like beauty, where reliability and product safety are paramount, Flipkart's livestream format effectively builds trust and helps overcome common online shopping hesitations. With multiple livestreams running concurrently at any given time on the Flipkart app, the format enabled continuous discovery, community interaction, and real-time decision-making.

Throughout the Live Stream marathon, **engagement spiked 2.5X** compared to the business-as-usual period. From tutorials and product hacks to gamified experiences and app-only offers, each 'Live Stream' segment was designed to keep users engaged and inspired. The most interesting highlight was "*Spin the Wheel*." Here, creators and influencers would spin, and each segment presented them with a fun, unpredictable beauty task that truly energized the audience. This is a testament to Flipkart's commitment to reshaping how India shops online, focusing on offering futuristic shopping experiences anchored by trust, community, and breakthrough digital experiences.

Speaking about this milestone, **Neha Agrahari, Senior Director, Video Commerce, Flipkart**, said, *"Built on the core insight that beauty discovery is deeply personal, our 100-hour livestream redefined online beauty retail. This initiative wasn't merely about transactions; it was a strategic approach to cultivate a vibrant, creator-powered ecosystem where brands could convey their stories transparently and build direct engagement with shoppers. Through interactive formats*



*like 'Spin the Regime' and high-profile celebrity engagements with figures such as Tamannaah Bhatia, Ankush Bhaguna, and Aora, we generated an electric, real-time user experience. The overwhelming response unequivocally demonstrates live commerce's transformative potential in shaping the future of shopping on Flipkart."*

The format combined meticulous planning with real-time spontaneity. While games and segments were visually conceptualized, the content flow remained organic and dynamic, allowing creators to respond to live queries and community moments instantly. People from across India participated in quizzes, giveaways, and beauty challenges throughout the event.

This milestone highlights the growing trend among Indian consumers, particularly Gen Z and Millennials, who are increasingly drawn to video-first, community-driven formats. With 2 in 3 Gen Z shoppers seeking validation through real-time engagement, the 100-hour Flipkart Beauty livestream reflects a broader shift in shopping behavior, from passive scrolling to interactive, informed discovery.

### **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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