



Flipkart Scales Video Commerce with New 'Creator Cities' Infrastructure Investment

- Continues to strengthen the business by launching experiential studios in Mumbai, Bangalore and Gurgaon; further expansion planned
- Aims to unlock new avenues for growth and engagement for lakhs of brands and sellers nationwide
- With 55M+ Monthly Visitors, Video commerce emerges as a key driver of engagement on Flipkart, led by Gen Z and women shoppers



Bengaluru – June 2, 2025: Flipkart, India's homegrown e-commerce marketplace, today announced its continued investment in Video Commerce through its new initiative 'Creator Cities.' With 18,000 sq. ft. of production space across Mumbai, Bangalore, and Gurgaon, Flipkart's Creator Cities are designed to seamlessly integrate content creation, influencer marketing, and commerce. Fueling the future of influencer marketing, these cutting-edge creator studios will be driven by over 300 production experts and 200+ creators every month, empowering brands to craft powerful, scalable content strategies.

Flipkart continues to anchor the growth for Live and Video Commerce in India today, and there has been an 8X increase in 'daily live hours' (live on-app video streams) over the past year. Users are watching multiple category-related live videos at any time through the day, with engagement surging 17X in the past year.

The launch of Flipkart's Creator Cities marks India's first large-scale investment in physical infrastructure dedicated to Video Commerce, a fast-growing format that is reshaping online shopping. Currently, there is minimal infrastructure available in the Video Commerce industry, and Flipkart is taking a big step in bridging this gap. Creators will be given access to high-quality infrastructure, guidance, and tools, enabling them to create impactful content. With this, Flipkart is enabling an end-to-end solution that is non-fragmented and creators from diverse backgrounds can now participate meaningfully in the content-commerce economy.



By facilitating a deeper understanding of audience behavior and creator-led influence, Flipkart's 'Creator City' model will help brands and sellers tailor their offerings more effectively. As per a recent report by BCG, 72% of Indian Gen Z consumers look to creators' social channels as their primary source for shopping inspiration. Social commerce spending in India is also projected to reach \$10–14 billion by 2025, accounting for 7–9% of total online retail spending, highlighting the growing potential of creator-led commerce. Brands tapping into this shift through video commerce are well placed to unlock greater reach and resonance with digital-native consumers.

Leveraging the infrastructure and service models enabled by Creator Cities, sellers will be able to leverage this model as a one-stop-shop for building and scaling their influencer marketing strategy, enabling faster go-to-market execution and higher consumer engagement.

Flipkart's 'Creator City' launch will enable brands and sellers to bring the right kind of selection to the Gen Z audience, in a shopping format they prefer; one that's immersive, authentic, and driven by content.

Flipkart's Video Commerce Growth Journey

Video commerce now stands as a strategic growth pillar for Flipkart, reflecting its continued investment in next-generation retail innovation. By leveraging influencer collaborations and pioneering formats such as farmer-to-customer live streams, Flipkart has not only deepened customer engagement but also enhanced conversion rates.

Over the past year, Flipkart has significantly strengthened its Video Commerce offering, with customers spending more than 10 million hours engaging with the platform's video-led offerings. A key driver of this growth has been the seamless integration of video into the user journey - right from the homepage and search results to dedicated on-app destinations like 'Play'. This rapid growth has been particularly notable in Tier 2 and Tier 3 cities and among Gen Z and millennial consumers - segments that are increasingly driving demand for immersive, visual shopping experiences. Today, video experiences are available throughout the user journey on Flipkart - 'Play' for inspiration, influencer curation on search & browse, and product videos on the product page.

Speaking about the investment in physical infrastructure and the launch of 'Creator Cities', **Neha Agrahari, Senior Director – Video Commerce, Flipkart**, commented, *"Video commerce is rapidly evolving, and Flipkart is at the forefront of shaping this dynamic landscape. Over the past few years, we've gained a deep understanding of what works in the video commerce landscape - insights we've now used to shape Creator City into a purpose-built model that addresses the needs of both creators and commerce partners. With 'Creator Cities,' we are making a strategic investment in the future of e-commerce, empowering a vibrant ecosystem of creators, brands and sellers to connect with consumers in immersive and authentic ways. This initiative will not only enhance the shopping experience for our users but also unlock opportunities for creators to learn and build commerce-specific content, while enabling new avenues for growth and engagement for our sellers."*



The Backbone of Creator Cities: A Content Production Powerhouse

- *400+ verticals products featured daily, with each studio optimized for rapid, high-quality content production.*
- *AI-powered real-time tracking and optimization tools ensure seamless content delivery.*
- *Built to produce steady content flow (12x spike compared to December 2024).*
- *Strict safety protocols, trained crew, and 24/7 medical assistance for a safe production environment.*

As online shopping shifts towards video-first experiences, Flipkart's investment in Creator Cities underscores its commitment to enhancing product discovery, consumer trust, and engagement. With Creator Cities, Flipkart is laying the groundwork for a hybrid commerce ecosystem—one where content and commerce merge seamlessly to deliver an immersive, creator-led shopping experience. As video-driven retail gains traction globally, Flipkart's pioneering investment in physical content infrastructure positions it at the forefront of India's next e-commerce revolution.

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