

Flipkart's flagship Glam Up Fest 2025 witnessed unmatched scale with 6,000+ creators, 100+ brands, and 1 billion+ impressions

- *Flipkart launched the Beauty Glam Up Report in partnership with **NielsenIQ**, showcasing the dynamic shift in the beauty and personal care category in India*
- *Guest appearances included prominent celebrities **Tamannaah Bhatia, Tara Sutaria, Wamiqa Gabbi**, and influencers such as **Ankush Bahuguna**, amongst others*
- *The festival spotlighted emerging trends like K-beauty, fragrance layering, and ingredient-first skincare*
- *Iconic brands, including **HUL, PnG, Minimalist, Honasa, McCaffiene, Himalaya, Bella Vita**, and more, showcased new launches and hero products*
- *Flipkart showcased immersive technology, including **AI skin diagnostics, Virtual Try-On, and Live Commerce**, to elevate discovery and shopping*

Mumbai - June 7, 2025: Flipkart, India's homegrown e-commerce marketplace, hosted the third edition of its flagship **Glam Up Fest 2025** on June 6 and 7 at **NESCO, Goregaon, Mumbai**. As one of India's largest beauty experiences, this two-day celebration brought together **6,000+ influencers and creators, 100+ top beauty and grooming brands**, and some of the country's most loved celebrities, reinforcing Flipkart's role in enabling and driving the e-commerce beauty space.

The flagship Glam Up Fest 2025 stood out for its **focus on Korean beauty (K-beauty) trends, exclusive brand launches, and celebrity-led beauty moments**. Glam Up Fest 2025 featured celebrities such as **Tamannaah Bhatia, Tara Sutaria, Wamiqa Gabbi**, and India's leading beauty influencer such as **Ankush Bahuguna**, who joined the immersive beauty celebration through curated sessions, product launches, and on-ground interactions with fans and creators.

During the Fest, Flipkart also announced the inaugural *Glam Up Annual Beauty Trends Report* at the flagship **Glam Up Fest 2025**, offering exclusive insights into the fast-evolving beauty preferences of Indian consumers.

Iconic global and homegrown brands, including **HUL, PnG, Minimalist, Honasa, Himalaya, McCaffiene**, and **Bella Vita**, showcased their most-loved collections and new launches through curated booths, product trials, and exclusive previews. From AI-powered skin diagnostics to **virtual try-on** and **live video commerce**, Flipkart brought innovation and interactivity to the centre stage, redefining how beauty is discovered and shopped in India.

Manjari Singhal, Head of Business, FMCG and General Merchandise, Flipkart, said, *"India's beauty landscape is in the midst of a vibrant transformation, and GenZ is leading the charge. Our flagship Glam Up Fest 2025 is a celebration of this shift, bringing together beauty-forward consumers, trendsetting creators, and top brands in an immersive digital-first*



*experience. As part of the fest, the Glam Up Sale from **June 6 to June 10** will offer curated collections, exclusive product drops, and limited-time deals across makeup, skincare, fragrances, and more. With this, Flipkart continues to strengthen its commitment to building an inclusive, high-engagement beauty ecosystem for the modern Indian shopper.”*

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