



Flipkart Brings Back Food Fest with Celebrity Chefs, 40+ Engagement Zones and Premium Brand Launches

- ~ Set to take place on **July 8–9** at Flipkart's campus in Bengaluru, the fest will extend online through a curated sale from **July 5-10**
- ~This year, Flipkart Food Fest will witness **40+** engagement zones, **150** content creators, and **5+** brand launches
- ~The guest line-up will include celebrity master chefs like **Ranveer Brar** and **Pooja Dhingra**, comedian **Rahul Subramanian**, television personality **Maria Goretti** and a music band **Rosemary & The Herbs**

Bengaluru - July 5, 2025: Flipkart, India's homegrown e-commerce marketplace, is set to host the second edition of its highly anticipated Flipkart Food Fest 2025, a celebration of India's evolving food culture that brings together premium brands, chefs, celebrities, content creators, and food-forward consumers through a powerful blend of offline experiences and digital engagement. The event will be held on **July 8 and 9** at the Flipkart campus in Bengaluru, and extended to millions through a curated **in-app sale** from **July 5 to 10**, offering deals and gourmet discoveries. The fest aims to attract enthusiasts from Bengaluru and across the country, reaffirming Flipkart's commitment to shaping the future of gourmet food discovery and commerce in India.



With **40+** engagement zones, **30** top-tier brand showcases, and participation from celebrity chefs like **Ranveer Brar** and **Pooja Dhingra**, influencers, and content creators, Flipkart Food Fest 2025 will serve as a key platform for food brands to launch new products, tell their stories through creators, and build deeper engagement with a fast-growing digital audience.

Anchored around gourmet food discovery and brand visibility, the event will feature **over 10** new product launches from iconic brands such as **Sugarfree, Dabur, Real, Happilo, Marico, Saffola** among others alongside high-engagement moments designed to spotlight Flipkart's fast-growing food and grocery category. Attendees can expect live cooking demonstrations by the celebrity master chefs, panel conversations hosted by TV personality **Maria Goretti**, and

high-energy sets by comedian **Rahul Subramanian** and music band **Rosemary & The Herbs**. Designed as a creator-first event, the fest will also feature interactive food stalls, tasting zones, and live content creation spaces, enabling a seamless blend of storytelling and sampling.

Nishant Dalal, Senior Director - Consumables (Beauty, FMCG & Healthcare), Flipkart said, "Food Fest 2025 marks our commitment to scaling the next phase of premium food and gourmet portfolio in India. This edition brings together iconic brands, celebrated chefs, and a vibrant creator community to deliver a high-engagement platform that connects with consumers in



meaningful ways. As we expand this category, we remain focused on building experiences that are differentiated, delightful, and deeply relevant to the modern Indian shopper. It reflects Flipkart's vision to shape the future of food commerce by making it more engaging, aspirational, and accessible"

The Food Fest 2025 is set to unlock new opportunities for premium food discovery, creator-led storytelling, and high-impact consumer engagement. With strong participation from top brands, creators, and culinary voices, the event is poised to generate significant excitement both on-ground and online, reinforcing Flipkart's commitment to staying ahead of consumer expectations and building a discovery-first gourmet food experience.

About Flipkart

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