# Flipkart Promises to Deliver Festive Cheer through a Revamped App Experience;OnboardsLakhsofSellers,Kiranas,MSMEsandBestofBrandsAheadofTheBigBillionDays2022

* One of India’s most awaited shopping festivals is back and is all set to begin from**September 23, until Sept 30, 2022**with an early access for Plus customers and anoptionofprebookacrosscategories
* Lakhs of sellers, Kirana delivery partners and MSMEs from across the country havebeenonboardedtoprovideaccesstocustomerswithhigh-quality, differentiatedselectionacrosspricepoints
* Flipkart Wholesale will bring forth unique offers for its kirana members, while alsostrengtheningtheiroperationsandvalueproposition
* Flipkart Health+ and Flipkart Hotels will also provide access to a wide range ofservicestocustomersduringTBBD
* As many as 130 Big Billion Days specials have been announced and designed by 90+brands across fashion, electronics, mobile phones, large appliances, personal care,andhandicraftscategories
* Customerswillenjoyarevampedshoppingexperience,withanewlydesignedapp,enhanced with easy discoverability and technology-led features like enhanced UIExperience,ImageSearch,LiveCommerce,BrandMallmodeandVirtualTry-Ons
* An*‘openboxdelivery’*onselecthighvalueproductssuchasmobilesandelectronics
* NewgamificationinitiativessuchasCouponRain,TreasureHuntandSpinTheBottlewillallowcustomerstoavailattractiveoffersinanimmersiveformat
* Customerswillenjoyaccesstoaffordableandseamlessshoppingexperiencethroughdiscounts,cashbacksandpaylateroptionsprovidedbyleadingbanksinthecountry
* EligiblecustomersontheplatformwillbeofferedcreditaccessonproductsbyNBFCsandfintechplayers

**KOCHI:** Flipkart, India’s homegrown e-commerce marketplace, isback with the 9th edition of its flagship event, The Big Billion Days (TBBD). All set to kick off thecountry’s festive season, this year’s TBBD, which will begin from September 23 until September30, 2022,will see millions of consumers, sellers, MSMEs, and Kirana delivery partners, comingtogetherfromacrossthecountryforaninclusivefestiveseason.

With innovation, impact and inclusivity at its core, TBBD this year will ring in the festive cheerwith exciting offerings going live on the Flipkart app. This will include a gamification experiencethrough *‘Coupon Rain*’ which will allow customers the opportunity to play with their family andfriends, and includes rewards that will make the festive season special. This year, customers willhaveachancetopre-booktheirproductsacrosscategoriessuchasBeauty,GeneralMerchandise,Home,ElectronicsandLifestylebypayingINR1asatokenadvance.OntheVideoCommerceplatform,Flipkartwillalsoenhanceconsumers'entertainmentexperiences

through interactive shows and offerings that come with commerce-linked rewards. This yearcustomers will also get access to an attractive selection of unique products under the ‘TBBDSpecials’, offering industry-first innovations that are designed to make consumers’ shoppingexperience memorable. Customers will see 130 ‘Special Edition’ collectibles from 90+ brandsacross categories bringing a wide assortment of 10,000+ new products. They will also beprovided access to a wide assortment of new products co-created by brands and belovedcelebrities such as Virat Kohli, Kriti Sanon, Chef Vikas Khanna, Ayushmann Khurrana, RanveerSingh, Hrithik Roshan, P V Sindhu, and K L Rahul to name a few. Shoppers from across thecountrywillgetaccesstospecialmerchandisetoaddtotheirfestivecollection.

Announcing the launch of The Big Billion Days 2022, **Kalyan Krishnamurthy, CEO - FlipkartGroup** said, *“Over the years, The Big Billion Days (TBBD) has become an experience whichcustomers, sellers, and the entire ecosystem eagerly looks forward to, and all our efforts arededicated towards making it bigger and better every year. As India’s homegrown e-commercemarketplace, we pride ourselves in being close to customers and intimately understanding theirneeds and expectations. TBBD also illustrates our commitment towards providing access toquality and affordability to the customers and boosting the economy through our operations in asustainable manner while creating jobs, and livelihood opportunities across the country. Ourgrowingecosystemofsellers,MSMEs,Kiranastores,andotherpartnerswillwitnessusseamlessly fulfilling the customers’ evolving requirements across the various nooks and cornersofthecountry.”*

TBBD is an opportunity for sellers across India to access a customer base of millions, whichallows them to grow their own businesses at a rapid pace. Flipkart has introduced severalprograms for sellers, along with several industry-first strategic policy changes focused on thegrowthofademocraticsellerecosystem.

## AMoreRobustandSustainableSupplyChain

Flipkart continues to expand its supply chain capacity, both in first and last-mile delivery. Thisyear, Flipkart has onboarded hundreds of last mile delivery hubs across the country and itslargest **fulfillment center** in Haringhata, West Bengal which alone will process one millionshipmentsaday.

Flipkart has also rolled out an option of open box deliveries for high value items such as mobilesand electronics. As part of the **Open Box Delivery** process, the Flipkart wishmaster (deliverypartner) will open the product at the time of delivery, in front of the customer, who needs toaccept the delivery only iftheir order is in an intact state. As a customer focussed initiative, thisis to further strengthen the trust from customers. Open Box Delivery is currently applicable oncertainbrandsacrossselectPINcodesinIndia.

TBBD 2022 is also going to weave in sustainability efforts, with most of the shipments beingprocessed in sustainable supply chain facilities and delivered through a fleet of thousands ofelectricvehicles(EVs)acrossthecountry.

## StrengtheningKiranaDelivery

Flipkart has strengthened its kirana delivery by onboarding over **two lakhs** partners across thecountry who will deliver a range of products including apparel, home, sports and groceries. Thiswill enable customers across the country, including metros, tier-2+cities and rural areas**,** accesstoawiderangeofproductsontheplatform.

## ValueforB2B-FlipkartWholesale

This year once again TBBD will extend the festive cheer to its B2B members, by FlipkartWholesale providing access to attractive offers spanning a host of products and great marginsacrossawiderangeofcategories.

## ProvideAccesstoAffordabilityinTierIIandBeyondMarkets

This year customers will get access to a more affordable shopping experience with increasedaccessibility to credit, by leading banks. While these banks are **offering 10% instant discountonDebitCards,CreditCardsandEMItransactions,Paytm,thepioneerofdigitalpayments, is offering 10% assured savings on Paytm UPI and Wallet.** In addition, **throughFlipkart Pay Later,** the financing partner will offer customers a **credit of up to ₹1 lakh**, whichcan be repaid the following month or in easy EMIs. Customers can also combine Flipkart PayLater limit with any other prepaid third-party options and offers available at the time of checkout.Otherofferingsinclude**aNo-costEMI**facilityfor**BajajFinservEMIcardholders**.

Through these partnerships, Flipkart aims to extend access to affordability options to the eligibleaudiencesacrossIndiaandofferthemaccessto250million+productofferingsonitsplatform.

## OtherDiversifiedCustomer-Offerings

ThisTBBD, customers across the country, especially in Tier-2 and Tier-3 cities, can get accessto genuine medicines and healthcare products through Flipkart's newly introduced Medicinescategoryataffordableprices.

Adding to such offerings is also the platform's hotel-booking service, Flipkart Hotels,which willgive customers access to flexible and affordable booking options along with easy EMIs, assisting3lakhdomesticandinternationalhotelswithroombookingsacrossmetrosandbeyondtiers.

Flipkart’s Jeeves will also enable a comprehensive post purchase solutions, while providingbuyers with hassle-free Installation/uninstallation, Demo, Repair, Maintenance and other valueaddedservices.

## Revampedshoppingexperience

ThisyearduringTheBigBillionDays,shopperswillgettoindulgeinanimprovedandenhanced

experience on the Flipkart app. The completely revamped experience is created to delightshoppers by focusing on visual design, ease-of-navigation, easy discoverability of deals andproducts,andanimmersiveandinteractiveexperiencewithinfluencersandcelebs.

This year will also see a slew of other new launches, games, interactive videos, live streams andrewardsandcoupondistributionviagamificationthroughoutTBBD.

This immersive experience includes image search to simplify and narrow down the productdiscoveryjourneyforcustomersandtoovercome vernacular and linguistic barriers, videocataloging,toprovideaninteractiveshoppingexperience,andanewpremiumproductpackagingpilot, among other things. The new season launch will also bring attractive fashionand lifestyle offerings to tier-2 regions across the country and beyond. Personalized AI initiativesarealsobeingrolledouttoboostengagement.

Shoppers looking for branded products and a more premium shopping experience can now alsoswitch to the ‘Brand Mall’ mode. The Brand Mall mode has been introduced as an assistedshoppingexperienceontheappwithapremium user interface to enable customers througheasydiscoveryandnavigationofpremium,brandedproductsacrosscategoriesincludingfashion,lifestyle,mobilesandelectronics.

This year, Flipkart has partnered with India’s favorite celebrities, including Amitabh Bachchan,Alia Bhatt, MS Dhoni who will be seen in creative avatars as they celebrate Flipkart’s biggest BigBillion Days event. With SuperCoins revolutionizing the loyalty rewards landscape, customerscanalsocontinuetoavailmyriadbenefitsoneverypurchase,foranevenmorefulfillingshoppingexperience.

# About the Flipkart Group

# The Flipkart Group is one of India’s leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Flipkart Health+, and Cleartrip.

# Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 400 million, offering over 150 million products across 80+ categories. Our efforts to democratize commerce in India, drive access and affordability, delight customers, create lakhs of jobs in the ecosystem, and empower generations of entrepreneurs and MSMEs have inspired us to innovate on many industry firsts. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations have made online shopping more accessible and affordable for millions of Indians. Together with its group companies, Flipkart is committed to transforming commerce in India through technology.

# For more information, please write tomedia@flipkart.com