



Flipkart celebrates India's fashion journey by bringing 160+ fashion brands under one roof

~ The fourth edition of the Flipkart Fashion Conclave celebrated all things fashion, prior to The Big Billion Days

16 September, 2019, Bengaluru: Flipkart brought together over 160 leading fashion brands for the fourth edition of the 'Flipkart Fashion Conclave' recently held in Bengaluru. In the presence of some of the biggest names in the Fashion Industry, Kalyan Krishnamurthy, CEO - Flipkart Group, Rishi Vasudev, Senior Vice President and Group Head - Fashion (Flipkart, Myntra, Jabong) and Dev Iyer, Vice President- Flipkart Fashion, engaged with the audience on the evolution of fashion in India, Flipkart's agenda to onboard the next 200 million consumers and the opportunity to grow partnerships with leading fashion brands in India.

Flipkart has truly democratized *fashion for India* – by delivering a range of brands and latest styles at affordable price points to consumers' doorsteps; something that was unthinkable a few years ago. **Keeping its promise of offering something new everyday, Flipkart is well placed with a wide range of new offerings for the upcoming Big Billion Days, where there will be something special for every consumer. With newer categories, product ranges co-created by some of Bollywood's leading celebrities and limited-edition collections, Flipkart will connect India and Bharath with the widest and most affordable range of fashion products this festive season.**

Speaking at the event, Rishi Vasudev, Senior Vice President and Group Head - Fashion (Flipkart, Myntra, Jabong) said, *"Every year, The Big Billion Days marks the beginning of India's festive season and we set out to deliver the best possible experience for our consumers. With an aim to offer the latest and trendiest styles this festive season, we have collaborated with India's leading fashion brands to launch newer categories, product ranges co-created by some of Bollywood's leading celebrities and limited-edition festive collections. To honor our partner brands and recognize our success stories, we also felicitated our partners who have been a strong support in Flipkart's fashion journey. With this, we are confident that consumers will find new reasons to visit our platform, everyday."*

About Flipkart

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Jabong, and PhonePe. Launched in 2007, Flipkart has enabled millions of consumers, sellers, merchants and small businesses to be a part of India's e-commerce revolution. With a registered customer base of around 160 million, offering over 150 million products across 80+ categories, Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians. Together with Myntra and Jabong, which hold prominent positions in the online fashion market, and PhonePe, India's fastest growing digital payments platform, the Flipkart Group is steering the transformation of commerce in India through technology.



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