Amazon India and Flipkart to both launch festive sales on October 3

By Isabelle Crossley - 29 September 2021

As the largest scale sale season of the year approaches, both Amazon India and Flipkart have moved their sale start dates to October 3, in a bid to capture consumer demand.

After Amazon announced that it will begin its ‘Great Indian Sale’ on October 4, its main rival Flipkart announced that it has shifted its own ‘Big Billion Days’ festive sale from October 7 to October 3. This prompted Amazon India to state that it too will launch its sale on October 3.

Both businesses announced the new dates on their Facebook and Instagram pages and are ramping up promotions ahead of the early launches. Both Amazon India and Flipkart have also been bolstering their logistics and supply chain capacities in the months leading up to the festive season.

“There is a good swing in sales in e-commerce but neither of them want to miss out on the consumer demand or leave it too late for one to have an advantage over the other,” a source told ET Tech about Amazon India and Flipkart.

“There is internal research that has shown consumers compare across these two platforms and it’s important to have the sales around the same time and not with a gap of one week.”

Another reason the e-commerce giants are keen to launch their sake seasons as soon as possible is the potential threat of a third wave of Covid-19. Consumer sentiment is currently buoyant but a resurgence of the pandemic could cause shoppers to once again reduce their spending on non-essential goods.

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