



Democratizing Digital Ads: Flipkart Launches 'Advertise Now, Pay Later' for Sellers

- *Advertise Now, Pay Later involves no joining fees, interest, penalties for late payment, or hidden charges, ensuring cost transparency*
- *ANPL supports multiple ad formats, including Product Listing Ads (PLA), Product Contextual Ads (PCA), and recommended campaigns*
- *Educational materials, including step-by-step videos and guides, are embedded within the portal to enable frictionless participation*

Bengaluru - July 17, 2025: Flipkart, India's homegrown e-commerce marketplace, recently unveiled its latest innovation for sellers, 'Advertise Now, Pay Later' (ANPL), a pioneering initiative that is reshaping the way sellers can harness the power of digital advertising. ANPL empowers sellers to run advertising campaigns without any upfront financial commitment, enabling them to drive visibility, boost reach, and unlock business growth through strategic ad placements. This transformative move paves the way for businesses of all sizes to accelerate growth and participate more effectively in an increasingly dynamic digital retail landscape.

Designed to maximise accessibility and trust, the initiative comes with no interest, no joining fees, no penalties, and no hidden charges. The advertising spend is seamlessly deducted from the seller's earnings on Flipkart at the start of the next month. Sellers also benefit from real-time visibility into campaign performance and billing through the Flipkart Ads portal, which supports a wide range of formats, including Product Listing Ads (PLA), Product Contextual Ads (PCA), and recommended campaign types, empowering them to make smarter, data-backed advertising decisions.

Already trusted by over 24,000 sellers, Flipkart's ANPL introduces a line-of-credit-based financing model that redefines how sellers access digital advertising. Unlike conventional ad credit programs that demand upfront payments or postpaid models weighed down by ROs, POs, and multi-level approvals, ANPL leverages a seller's existing earnings on Flipkart as collateral, eliminating paperwork, speeding up access, and removing financial friction. By doing so, ANPL distinguishes itself as one of the most inclusive and seller-friendly advertising solutions in the market today.

Engineered for simplicity, Flipkart's ANPL can be activated in just a few clicks via the seller's Ads portal, simply tap the ANPL banner to get started. To support a smooth onboarding experience, the platform offers intuitive, self-serve resources such as step-by-step videos and guides, removing the need for formal training or manual assistance, making advertising on Flipkart more accessible, efficient, and hassle-free.

Vijay Iyer, Vice President and General Manager, Flipkart Ads, shared his perspective on the ANPL, *"At Flipkart, we're committed to making advertising more inclusive, accessible, and results-driven. With 'Advertise Now, Pay Later', we're removing the financial and operational hurdles that often hold back small businesses, new brands, and first-time advertisers. By eliminating upfront costs and simplifying access, ANPL gives sellers a powerful way to increase product visibility, scale faster, and grow sustainably. This is more than a feature, it's a step forward in our mission to empower sellers by democratising digital advertising on Flipkart."*



Commenting on the initiative, **Mr. Ajay Pandey, owner of Ajro Deal**, one of the sellers on Flipkart, said, *“ANPL gives me a full month’s breathing space. No upfront payment, no daily transfers — just growth. I focus on sales, and this feature takes care of the rest.”*

As Flipkart continues to expand its seller enablement efforts, ‘Advertise Now, Pay Later’ stands out as a strategic leap forward, bridging the gap between ambition and action for thousands of entrepreneurs. The initiative reinforces Flipkart’s commitment to inclusive commerce, where every business, regardless of size, has the tools to participate and thrive in the digital economy.

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