



Flipkart Celebrated Gourmet Food Discovery at Food Fest 2.0 with Ranveer Brar, Pooja Dhingra and iconic brand launches

- ~ The Fest witnessed exceptional scale and traction, with over **25,000 on-ground footfalls**, **40+ engagement zones**, and **over 100 million online impressions**
- ~ Brands including **Sugarfree, Dabur, Real, Happilo, Saffola, True Elements, Nutralite** and many more, showcased new launches and signature products

Bengaluru - July 12, 2025: Flipkart, India's homegrown e-commerce marketplace, successfully hosted the second edition of Food Fest 2025, an immersive celebration of India's evolving food culture. The event was held on July 8 and 9 at the Flipkart campus in Bengaluru, and the fest extended online through a curated sale between July 5 to July 10, offering shoppers access to gourmet food collections, new launches, and limited-time offers across top brands. The event brought together celebrated chefs, top creators, iconic brands, and food enthusiasts from across the country, reaffirming Flipkart's commitment to shaping the future of gourmet food discovery and commerce in India.



Image 1: Chef Ranveer Brar hosts a culinary masterclass with Kanchan Mishra, Vice President, Flipkart Minutes

Image 2: Chef Pooja Dhingra shares baking techniques with home bakers during Flipkart's Food Fest

Image 3: Maria Goretti with Manjari Singhal, Head of Business, FMCG and General Merchandise, Flipkart

The Flipkart Food Fest 2.0 witnessed exceptional scale and traction, drawing over **25,000 footfalls**, with **40+ engagement zones**, **10 brand launches**, **30+ brand showcases**, **over 100 million online impressions and visits**, and **more than 1000 pieces of original content** created by influencers and attendees. Anchored in gourmet food discovery and brand visibility, the fest featured new launches from brands such as **Sugarfree, Dabur, Happilo, Saffola**, and more. High engagement moments, including immersive brand experiences and content-led



activations, spotlighted Flipkart's rapidly growing food and beverage category, positioning it as a key destination for gourmet food discovery.

From engaging food stalls and gourmet tastings to live creator conversations, the on-ground experience was curated to drive immersive brand engagement. Interactive sessions such as the *Mixology Masterclass* by *Cocktail Kompany*, *The Perfect Coffee Brewing Session*, and the high-energy *Flipkart Masterchef Challenge* enabled hands-on experience, allowing them to engage directly with emerging food trends and brand narratives in a fun, interactive format.

At the heart of the experience were celebrated chefs **Pooja Dhingra** and **Ranveer Brar**, who captivated audiences with a live MasterChef's culinary class. Chef Pooja Dhingra showcased modern Indian desserts with accessible techniques to aspiring home bakers. Chef Ranveer Brar took the spotlight with a high-energy cooking session, demonstrating regional flavours reimaged through a contemporary lens. Acclaimed comedian **Rahul Subramanian** brought his signature wit to the stage through stand-up comedy, while music band **Rosemary & The Herbs** added flair to the celebration with an electrifying performance that brought energy to the amphitheatre. India's top food influencers joined the celebration, sharing their unique experiences across social platforms and spotlighting their culinary journeys.

The event was hosted by **Maria Goretti**, a famous television personality and culinary enthusiast, who led a panel discussion focused on new age brands redefining Indian Food & Health consumers with creators and brand leadership. The panel discussions brought together key voices from the food and wellness ecosystem, offering valuable perspectives on evolving consumer preferences, clean-label trends, and D2C opportunities.

Nishant Dalal, Senior Director - Consumables (Beauty, FMCG & Healthcare), Flipkart, said, *"With Food Fest 2025, we are not just celebrating food, we are building a new era of gourmet food discovery, storytelling, and community-led commerce. We aim to make Flipkart the go-to destination for every Indian, whether they are searching for inspiration, indulgence, or innovation. This fest brought together creators, chefs, celebrities, brands, and customers in a shared celebration of taste and technology. As Flipkart continues to reimagine e-commerce by blending technology, entertainment, and lifestyle, we remain committed to building platforms that foster deeper customer engagement, category innovation and sustainable growth for our partners."*

Vikas Nahar, Founder and CEO, Happilo, said, *"Partnering with Flipkart for Food Fest 2025 allowed us to showcase our artisanal offerings in a vibrant, creator-driven ecosystem. The scale of the event, the thoughtfully curated zones, and the sheer energy of the audience made it an impactful brand moment. We saw tremendous love for our products and gained valuable insights by connecting directly with food-forward consumers both online and on-ground."*

Lalit Ahuja, Senior Vice President - Sales, Zydus Wellness, said, *"Flipkart Food Fest 2025 provided the most apt platform to bring our product story to life in a format that was both engaging and educational. Through panel discussions, brand interactions, and live demos, we were able to connect directly with consumers and share our commitment to science-backed*



wellness solutions. Flipkart's ability to create immersive, high-impact experiences helped us connect with a new and wide generation of health-conscious consumers through taste, storytelling, and innovation."

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