

ShopClues announces Shop India Movement

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ShopClues, India's leading marketplace has announced their Independence Day Sale - the Shop India Movement on varied range of products from Home & Kitchen, Electronic Accessories, Fashion and Fashion accessory categories. The sale offers great deals 

on utility products with over 3 lakh+ products priced under Rs.499. In addition, the sale also offers free shipping and cash on delivery on selected products, thus making 'Mehangaayi go back!' this Independence Day. Consumers can shop to their hearts' content on ShopClues.com from midnight of 9th August to 12th August.

Free 200 Clues bucks+ will be given to consumers who wish to be notified through the pre buzz campaign.

Speaking on the Shop India Movement Sale, Rajat Girdhar, Head - Marketing, ShopClues, said, "Our team has come up with an intriguing campaign for this sale asking the consumer to join the movement of being free from tight budgets and expenses and shop to their hearts content this Independence Day season on ShopClues. It is an important sale for us. During the sale, we expect about XX more conversions compared to any other regular day."

The last Independence Day Sale saw a huge participation from the metro and tier 2 cities of Lucknow, Coimbatore, Vijaywada, Varanasi, Chandigarh, Agartala, Guwahati. The platform plans to expand to many more cities this time around through its promotional campaigns.

"The company has also expanded its back-end operations for logistics and last-mile delivery to ensure smooth operations during the sale days. Being the 72nd Independence Day, ShopClues is offering customers specially designed Rs.72/- deals with free shipping and free cash on delivery." he further added.

Additionally, there are many wallet and cashback offers, on the portal, with upto 15% Cashback on payments through wallets like Vodafone m-Pesa, Airtel Payments Bank, Mobikwik, and Freecharge. T&C Apply.

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