

# Flipkart's Big Billion Days Takes Outdoor Innovation to New Heights. Literally

Category: Business

written by News Mall | September 22, 2025



Where most brands compete for space on crowded billboards, **Flipkart** has claimed the skies. In a first-of-its-kind out-of-home (OOH) innovation in India, Flipkart has transformed vast farmlands near Bengaluru and Kanpur airports into giant crop-circle-like formations announcing the arrival of its flagship **Big Billion Days (BBD) Sale**.



## **Bengaluru Airport**

The massive installations, spanning acres of land, are visible to thousands of passengers flying in and out of Bengaluru and Kanpur every day, serving as a striking reminder of the upcoming sale.

This never-before-seen activation reinforces the brand's promise that this festive season, **"Kuch Bhi Ho Sakta Hai"** is more than just a line, it's a lived reality.

## **Flipkarts Big Billion Days – OOH Innovation**

**Video:** [youtu.be/WGDhdb18aq0](https://youtu.be/WGDhdb18aq0)

By taking its message sky-high, Flipkart has reimagined outdoor advertising and added a new dimension to creative brand storytelling in India.

**Pratik Shetty, VP – Marketing & Growth at Flipkart**, said, *"Big Billion Days has always been about creating those magical, almost unbelievable moments for India. Crop circles have always carried a sense of mystery, and turning them into giant media canvases felt like the perfect way to say: that this BBD*

*anything, truly anything, is possible. It's not just about announcing a sale, it's about giving people a taste of the magic before it even starts."*

