



Flipkart partners with 10,000 general trade stores to make mobiles and electronics more accessible in Tier 2+ cities, for The Big Billion Days

~ Consumers can now access the best products from their nearest '**Flipkart Authorised BuyZone**'

Bengaluru, 10 September 2019: Flipkart, India's leading eCommerce marketplace, is introducing '*Flipkart Authorised BuyZone*', a program to help millions of new shoppers from metro cities, tier 2 and 3 towns have an easy experience while shopping for mobile phones, select large appliances and consumer electronics this festive season. For this, Flipkart has partnered with close to 10,000 general trade stores in almost 700 cities, across 20 States in India, which will assist the new set of shoppers access a vast selection of mobile phones, select large appliances and consumer electronic products from various brands, as per their budget requirements.

As a run up to the festive season, Flipkart has begun partnering with the general trade stores, to handhold consumers who are traditionally comfortable engaging with these stores. As a part of this initiative, these stores have been trained to assist the new set of shoppers by helping them create their Flipkart account, and choose from a vast selection of mobile phones, select large appliances and consumer electronic products from various brands, as per their budget requirements.

This initiative will help remove access barriers while increasing reach to newer regions and also ensuring additional income for the owners of general trade stores. Consumers in these markets can look forward to accessing Flipkart's full range of mobile phones, select large appliances and consumer electronic products, during the upcoming Big Billion Days at a general trade store nearest to them.

Speaking about the initiative, **Aditya Soni - Senior Director - Mobiles, at Flipkart** said, "*Flipkart has played a key role in the adoption of smartphones in India by ensuring strong partnerships, and bringing the best offers to our consumers in a way that suits them best. Our 'Flipkart Authorised BuyZone' initiative is another example of being close to our consumers and will help us build trust and credibility for Flipkart in newer markets.*"

Sharing his views, **Hari G Kumar - Senior Director - Large Appliances, at Flipkart** added, "*We believe this initiative will play a significant role in improving access to the widest range of Large appliances that consumers look for during the festive season. While onboarding new consumers, we are confident that this initiative will also enhance consumer trust and experience .*"

HOW IT WORKS:

- The partner stores are identified, registered and trained under the Flipkart Authorised BuyZone initiative



- The store owners help consumers create a Flipkart account, discover products of their choice, specify the address for delivery, choose their preferred mode of payment, and check the status of the products they have ordered or returned.
- The general trade stores also facilitates the delivery of the products, as required.
- This initiative will help remove access barriers while increasing reach to newer regions and also ensuring additional income for the owners of general trade stores.

Mobiles, Large Appliances and Consumer Electronics play a key role in consumer consumption during the festive season. Flipkart's latest Authorised BuyZone initiative is a step towards making the platform more accessible to the larger consumer base across India, while bringing the best products to them this Big Billion Days. The partnership will help extend this trust to Flipkart and offer consumers access to a platform where they can make the best, informed choices.

About Flipkart

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Jabong, and PhonePe. Launched in 2007, Flipkart has enabled millions of consumers, sellers, merchants and small businesses to be a part of India's e-commerce revolution. With a registered customer base of over 160 million, offering over 80 million products across 80+ categories, Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians. Together with Myntra and Jabong, which hold prominent positions in the online fashion market, and PhonePe, India's fastest growing digital payments platform, the Flipkart Group is steering the transformation of commerce in India through technology.

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