



Flipkart partners with FICCI to conduct workshops for MSMEs across India to help them grow their business

- *Series of informational events and workshops for MSMEs across India, starts with Ahmedabad on November 21, 2019*
- *Aim & theme of workshop 'Winning Big on E-commerce' seeks to familiarise MSMEs with e-commerce, the support available to MSMEs, besides knowhow on building brands and best practices*
- *MSMEs will get to interact directly with Flipkart leadership to understand how e-commerce can help them grow their businesses*

Ahmedabad - November 20, 2019: Flipkart, India's leading e-commerce marketplace, has partnered with the Federation of Indian Chambers of Commerce & Industry (FICCI) to launch a workshop series across India for MSMEs to help them leverage e-commerce to grow their business. Starting with Ahmedabad on November 21, 2019, Flipkart and FICCI will host a series of workshops on the theme of 'Winning big with e-commerce,' wherein MSMEs can understand how the e-commerce marketplace can help them build their businesses and increase brand visibility.

India is home to over 60 million micro, small and medium-sized enterprises, which contribute close to 30% of the country's GDP and are crucial drivers of job creation and economic growth. The developing e-commerce industry provides a new business opportunity for these entrepreneurs, many of whom are unfamiliar with how to sell online and do not get a chance to regularly interact with online marketplaces to clear their doubts. Flipkart and FICCI's workshops are designed to address these two pain points.

Flipkart representatives will advise attendees on e-commerce specific accounting and taxation issues, access to capital, how to identify new opportunities, the importance of brand building online, how to build and scale their brands, and supply chain management and inventory planning for e-commerce. Through these workshops, MSMEs will learn more about how to expand beyond their physical brick-and-mortar presence to a pan-India customer base of over 200 million. Flipkart aims to host over 10 such events to begin with, across cities such as Bhubaneshwar, Chandigarh, Guwahati, Nagpur and more.

"Flipkart has always been committed to empowering MSMEs and domestic manufacturers to succeed in India. As a homegrown company, we know that MSMEs play a key role in job creation and India's economic development, and we understand the importance of giving these businesses an avenue for sustained, faster growth. We have a mission to democratize e-commerce in India supported by innovation and technology and create lasting benefits in the



country. We aim to create a robust ecosystem to enable this growth, and familiarizing and supporting MSMEs with the benefits of e-commerce is an essential step in this direction. We look forward to partnering lakhs of MSMEs and bring them into the e-commerce fold over the coming months,” said **Kalyan Krishnamurthy, CEO - Flipkart Group**.

“MSMEs are one of the key drivers of India’s economic growth; they contribute significantly to the country’s growth, through developing manufacturing and local employment. The development of this sector is a key focus area for the Government of India, as is the strengthening of the digital economy. E-commerce has the potential to serve both these aims, and transform the MSME sector. We are pleased to work alongside Flipkart in this initiative, and we are confident of its benefits to MSMEs across India,” said **Rajiv Vastupal, Immediate Past Chairman, FICCI Gujarat State Council**.

The partnership with FICCI is the latest in the many steps taken by Flipkart towards making e-commerce more inclusive and bringing India’s myriad small businesses and sellers online. Flipkart has recently revamped its seller financing and onboarding programmes to simplify the process of selling online for MSMEs.

About Flipkart Group

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 200 million, offering 150 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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