



Flipkart partners with Gujarat State Handloom and Handicrafts Development Corporation Ltd. to promote local handicrafts

Thousands of artisans, weavers, and craftsmen to benefit under this 'Flipkart Samarth' initiative

Ahmedabad, Gujarat - January 27, 2020: Flipkart, India's homegrown e-commerce marketplace, has signed a Memorandum of Understanding (MoU) with the Gujarat State Handloom and Handicrafts Development Corporation Ltd. (GSHHDC) as a part of its Flipkart Samarth initiative. The MoU was signed in the presence of **Shri Vijay Ramniklal Rupani, Hon. Chief Minister of Gujarat** at an event in Rajkot.

Flipkart Samarth aims at bringing thousands of artisans, weavers and craftsmen from across the country into the fold of e-commerce, and helps them set up their business on the Flipkart Marketplace in an efficient, transparent and cost-effective manner.

As part of this MoU, GSHHDC and Flipkart will work together to enhance business and trade inclusion opportunities for artisans, weavers and craftsmen in Gujarat. Eligible sellers under GSHHDC will receive training and incubation support from Flipkart in the form of onboarding, business insights, dedicated seller support and warehousing.

Commenting on the MoU, **Shri. Mahesh Singh, Managing Director, GSHHDC**, said, "The MoU with Flipkart is the start of a new era for Garvi Gurjari. The handloom and handicraft artisans living in remote areas of Gujarat will now be able to use Flipkart's platform to expand their market reach. Along with marketing their products, the artisans will also gain valuable knowledge about developments in designs, colour patterns and selling techniques from the platform. We thank Flipkart for introducing Samarth in Gujarat and look forward to its success."

"We are delighted to partner with the Government of Gujarat to give the state's artisans and weavers the opportunity to fulfil their aspirations and take their businesses pan-India. Flipkart Samarth initiative is designed to help underserved communities and boost local



entrepreneurship through a transparent, efficient and cost-effective marketplace model. We are thankful to the Government of Gujarat for its support in bringing the benefits of Samarth to the thousands of handloom artisans and weavers in the state. With every artisan who becomes a part of Samarth, we take a step further in making e-commerce more inclusive for all Indians and contributing to the economic growth & prosperity in the country,” said **Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group.**

About Flipkart Group

The Flipkart Group is one of India’s leading digital commerce entities and includes group companies Flipkart, Myntra, Jabong, and PhonePe. Started 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 over 150 million products across 80+ categories. Our efforts to democratize e-commerce in India, driving access and affordability, delight customers, create lakhs of jobs in the ecosystem and empower generations of entrepreneurs and MSMEs has driven us to innovate on many industry firsts. 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.

For more information, please contact media@flipkart.com