



Flipkart partners with Karnataka State Mango Board, enabling farmers to sell their fresh produce of mangoes through its online platform

- *Farmer Producer Organisations (FPOs) from districts of Bengaluru Urban, Kolar, Haveri, Hubballi-Dharwad and Belgaum will be onboarded on the Flipkart platform as sellers*
- *Available in batches of 3kgs, consumers will have access to over five popular varieties of mangoes*

Bengaluru - May 26, 2020: Flipkart, India's homegrown e-commerce marketplace, and Karnataka State Mango Department and Marketing Corporation, Government of Karnataka (*Mango Board*) have signed a Memorandum of Understanding today, enabling mango farmers to sell their fresh produce online through the Flipkart platform. This mango season consumers will have access to various varieties of mangoes across the districts of Bengaluru Urban, Kolar, Haveri, Hubballi-Dharwad and Belgaum. This partnership will provide these farmers with the much needed market access to consumers, creating a potential revenue stream during these testing times.

Flipkart will provide its marketplace platform to the Mango Board Farmer Producer Organisations/ Sellers, Growers and traders by enrolling them on the platform. The company will further provide training and capacity building of how to use the App and other user interfaces. Along with the Mango Board, Indian Post Offices will function as the last mile delivery operations partners during this season.

Commenting on the partnership, **Mr. Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group**, said, *"These are challenging times for farmers and small business owners across the country, and we are pleased to bring together ecosystem partnerships which benefit larger sections of society. By coming together with the Mango Board, Government of Karnataka and the Indian Post Office, we are extending our capabilities to support the farmer community and also have consumers enjoy the mango season - something which they look forward to each year. These partnerships bring out the true potential of e-commerce and we are glad to have played a key role in uplifting the community and helping in increasing farmer's income."*

Mr. Rajendra Kataria, IAS, Secretary to Government Horticulture Department and Chairman of Board, Karnataka State Mango Department and Marketing Cooperation,



Government of Karnataka, said, *“The State Mango Board offers significant capabilities and a distinctive business model by acting as a nodal agency bringing Farmer Producer Organisations (FPO’s) for Mango Growers/ Traders, thereby alleviating the conditions and creating a viable market for their produce. Both Flipkart and the Karnataka State Mango Board have actively collaborated to achieve significant business solutions to introduce the Farmers to a potential market through e-commerce.”*

Consumers can place orders on Flipkart’s platform for several varieties of mangoes including *Alphonso, Badami, Apoos, Banganpalli, Kesar, Neelam, Himam Pasand, Sendur and Mallika*, in batches of 3kgs.

Over the last few months, Flipkart has partnered with various FMCG and retail companies to bring a wider range of essentials on its platform. With this partnership, the company forays into the Farmer Producer Organisation’s community further contributing to supporting the livelihoods of mango growers and the farmer community.

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, 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, drive 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, which holds a prominent position 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.