



Flipkart Wholesale launches digital platform for kiranas, local MSMEs

Enters the B2B Wholesale sector with Fashion Category to begin with; aims to onboard 50 brands and over 250 local manufacturers in the first phase

Kiranas, Resellers & MSMEs will have access to easy credit facility, wide range of assured quality products, micro-market level B2B & B2C insights from the Flipkart ecosystem and an easy order tracking facility

Bengaluru – September 2, 2020: Flipkart Wholesale, the digital B2B marketplace of India's homegrown Flipkart Group, today launched its operations with an aim to connect local manufacturers with retailers and bring the entire wholesale marketplace at their fingertips using technology.

Flipkart Wholesale is a one-stop solution for the retail ecosystem which will offer Indian businesses a wide selection of products at significant value, powered by technology and with an aim to grow their business. The platform is currently available for fashion retailers, especially footwear and apparel, in Gurugram, Delhi and Bengaluru, with plans to expand to Mumbai as well.

By this year end, Flipkart Wholesale also plans to expand to 20 more cities and in categories such as Home & Kitchen and Grocery. The B2B digital platform that is conveniently accessible to retailers via the app on Google Play Store, aims to rope in over 300 strategic partners and have over 2 lakh listings in 2 months. Additionally, the platform will enable the onboarding of 50 brands and over 250 local manufacturers in the coming days.

Adarsh Menon, Senior Vice President and Head - Flipkart Wholesale, said, "Flipkart Wholesale is built on the core value proposition of bringing prosperity to Indian Kiranas and MSMEs by making their business easier using technology. With the strong capability within the group in B2B, we will focus on meeting the needs of kiranas and MSMEs by providing these small businesses a wide selection at significant value, powered by technology to make their lives easier. Whether in grocery, general merchandise or fashion, these businesses will have one-stop access to an extensive selection of products with attractive schemes and incentives, supplemented with data-driven recommendations for stock selection, delivered through a fast and reliable network to drive greater efficiencies."

Flipkart Wholesale customers will have access to an easy credit facility to manage cash flow, a wide range of Flipkart assured quality products, simple and convenient order returns and speedy product delivery directly to their shops with an easy order tracking facility.

Flipkart Wholesale customers will also be able to leverage micro-market level B2B and B2C insights from the Flipkart ecosystem to better understand customer demands specific to their area so that they can buy and sell the right products. Flipkart Wholesale will draw on the strong merchandising experience of the Best Price team, its strong relationships with brands, deep DNA of servicing kiranas and 12+ years of experience in operating Best Price stores. This will provide invaluable insights and on-ground expertise to further develop and nurture a model that puts the needs of kiranas and MSMEs at the centre of Flipkart Wholesale's business.



India is a growing market and the launch of Flipkart Wholesale is a step towards making business easier for kiranas and MSMEs which are integral to India's retail ecosystem by leveraging Flipkart's strong homegrown technology capabilities, extensive leadership in the consumer e-commerce segment, and a unique understanding of the industry in India.

For further information on Flipkart Wholesale, please visit: <https://flipkartwholesale.com/>

Flipkart Wholesale App is available on Google Play Store.

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 250 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 inspired us to innovate on many industry firsts. The recent launch of Flipkart Wholesale, our new digital marketplace, is a testament to our commitment to accelerate the growth of kiranas and MSMEs in India. 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, PhonePe, India's fastest growing digital payments platform, and now Flipkart Wholesale, the Flipkart Group will continue to steer the transformation of commerce in India through technology.

For more information, please write to media@flipkart.com.