



PRESS RELEASE

Flipkart Wholesale Expands Footprint to 12 New Cities Ahead of Festive Season to support Kiranas & MSMEs

- *Significantly expands its network to 12 new cities with Fashion category; enabling digital commerce access to thousands of Kiranas and SMBs*

Bengaluru – September 24, 2020: Flipkart Wholesale, the digital B2B marketplace of India's homegrown Flipkart Group, today announced the expansion of its operations into 12 new cities, enabling a one-stop digital marketplace solution for the retail ecosystem which will offer small businesses a wide selection of products at a significant value. Expanding with the Fashion category in these cities, Flipkart Wholesale is looking to digitally transform kiranas and MSMEs to help them grow faster, retain their customers, and improve their profitability.

Ahead of the festive season, Flipkart Wholesale will now be operational in Ghaziabad, Faridabad, Mysore, Chandigarh Tricity, Meerut, Agra, Jaipur, Thane-Bhiwandi-Ulhasnagar, Greater Mumbai, Vasai-Virar-Mira-Bhayanadar, Thane (Kalyan-Dombivli) and Thane (Navi Mumbai).

Adarsh Menon, Senior Vice President and Head - Flipkart Wholesale, said, *“As we enter the festive season, we are excited to be scaling up our offerings across 12 cities, aiming to create more opportunities for MSMEs and Kiranas. From trendy Jaipuri Kurtis to evergreen Mysore Silk Saris, we aim to help small businesses embrace the digital transformation and emerge as more robust businesses. Since the launch we have partnered with several leading brands, and enabled ease of doing business digitally for SMBs and Kiranas by helping them 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. We're excited to see our initiative contributing to the prosperity of MSMEs, Kiranas and creating lakhs of new & exciting livelihood opportunities in India.”*

By this year-end, Flipkart Wholesale also plans to expand into categories such as Home & Kitchen and Grocery.

Flipkart Wholesale customers will have access to easy credit facilities in partnership with leading banks and NBFCs 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.

The partners can further draw on the strong merchandising experience of the Flipkart Wholesale team, its strong relationships with brands to 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 expansion in these 12 cities is a step towards enabling national digital transformation, 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