



PRESS RELEASE

Flipkart Wholesale Announces First-Ever Festive Season Sale for Fashion Retailers

- *Fashion retailers across the country will participate in 'Big Festival Month' from September 29 to October 31, 2020*
- *Over 95% products sourced locally within the country will be made available on the B2B marketplace & boost local MSMEs*
- *Ahead of the festive sale, Flipkart Wholesale expands deliveries to 15 cities to drive prosperity and growth for local MSMEs*

Bengaluru – September 28, 2020: Flipkart Wholesale, the digital B2B marketplace of India's homegrown Flipkart Group, today announced the launch of 'Big Festival Month' - the first-ever festive season sale hosted by the platform since it began operations in August this year. The sale will start from September 29, 2020, and end on October 31, 2020, and will feature products in fashion categories across more than 50 brands, 100+ sellers and 1 lakh members.

Since its launch, Flipkart Wholesale has expanded into 15 cities and is now servicing 750+ new pin codes across the country. Backed by Flipkart's strong homegrown technology capabilities, extensive leadership in the consumer e-commerce segment and a unique understanding of the industry in India, Flipkart Wholesale is making business easier for kiranas and MSMEs which are integral to India's retail ecosystem.

Adarsh Menon, Senior Vice President and Head - Flipkart Wholesale & Walmart India, said, *"The upcoming festive season is a great opportunity for retailers and MSMEs to boost sales and profitability. We endeavour to bring festive cheer for our partners, make business easy for them and support their demand generation efforts through relevant insights and stock selections. We see this as an opportunity for the whole retail ecosystem to come together, lift consumer sentiment and drive business growth for local MSMEs across the country."*

Flipkart Wholesale's 'Big Festival Month' is designed to celebrate the spirit of Indian festivities by offering a wide range of products at amazing offers in categories such as men's wear, women's



western wear, women's ethnic wear, kids wear and footwear. Buying bulk products has been made seamless with Flipkart Wholesale's efficient technology and logistics, that offers the best margins, easy credit, express doorstep delivery, assured quality, smart selection and easy returns.

A strong backend technology will also enable a hassle-free order placement and fulfilment process for retailers on the platform.

The Flipkart Wholesale app is available on Google Play Store. For further information on Flipkart Wholesale, please visit: <https://flipkartwholesale.com/>

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