



Flipkart brings a slew of initiatives to support its lakhs of sellers and artisans

- *Initiatives include both financial and health benefits for all Flipkart marketplace sellers*
- *Flipkart to bear 100% premium of COVID insurance for all transacting sellers*
- *Relaxation in policies and performance metrics including waiver of storage fee, cancellation fee, Seller Protection Fund claim benefits, among others*

Bengaluru - May 7, 2021: Flipkart, India's homegrown e-commerce marketplace, has extended various initiatives to lakhs of MSMEs, small scale sellers, artisans, weavers and handicraft partners; helping them tide through challenges in the current scenario.

These fresh efforts range from financial benefits, health and safety benefits, support through existing seller policies all the way through working capital and insights provided to sellers on the platform.

Under fee waivers, Flipkart has exempted the storage fees to curb the impact that any seller may have on their inventory that is fulfilled through Flipkart's fulfilment centers. The company is also waiving off the cancellation fee till May 31, 2021, for orders that may have been cancelled due to lockdowns in various states.

Prioritizing the health and safety of all, Flipkart will bear 100% premium of COVID insurance extended to all sellers, that covers their hospitalization and consultation between ₹50,000 to ₹3 Lakhs.

Jagjeet Harode, Senior Director and Head - Marketplace, Flipkart, said, *"Through these testing times it is our constant effort to support our seller partners who face immense operational challenges as a result of the pandemic. As a democratic marketplace, we want to ensure that our lakhs of seller partners are able to continue operations and keep the economic engine running. With them and their family's financial and health safety in mind, we have rolled out these initiatives that will bring them the much-needed respite to keep their businesses active."*

In light of the current situation, the company has further updated its existing policies to safeguard 3,00,000 sellers and their businesses. Flipkart has extended the window for the Seller Protection Fund (SPF) within which sellers have to claim SPF on returned products - from the regular 14 days to now 30 days. The company will further ease the policies and performance metrics for its sellers to ensure that their business growth is not impacted by state-led lockdowns. In order to further assist sellers with their operational and other capabilities, the company is providing easier access to working capital. Under this, all sellers impacted by pandemic related disruptions will have an option of early settlement (next-day payment) without any incremental cost. Transaction fee for the same will be borne by Flipkart.



In addition to these efforts, Vriddhi – Walmart's Supplier Development Program in India, in partnership with Flipkart – has been organizing webinars for small businesses with an aim to disseminate knowledge and share best practices to ensure the safety of their workforce and provide relevant demand insights to help them stay operational through this second wave. The Vriddhi program is opening e-Institutes across India to help train MSMEs to scale and enter global supply chains. During these challenging times, Vriddhi is providing small businesses with tele-care and counselling support in addition to information modules on insurance awareness and digital marketing to ensure business continuity.

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, and Flipkart Wholesale. 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 300 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 have 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, and now Flipkart Wholesale, the Flipkart Group will continue to steer the transformation of commerce in India through technology.

For more information, please contact media@flipkart.com