Press release

Flipkart Wholesale launches digital platform in Bihar with safe doorstep delivery for local fashion retailers

- *Flipkart Wholesale app will now be available for fashion retailers in Patna, Purnea, Katihar, Munger, Madhubani, Bhagalpur and Muzaffarpur*
- *Small retailers can order fashion products online from the safety of their homes and avail of attractive savings offers, an easy credit facility and a seamless order tracking facility*
- *Flipkart Wholesale digital platform aims to on-board Bihar-based businesses, MSMEs and significantly contribute to the local economy while creating new livelihood opportunities*

Patna - July 5, 2021: Flipkart Wholesale, the digital B2B marketplace of India's homegrown Flipkart Group, today announced the expansion of its operations across seven cities in Bihar with an aim to offer local fashion retailers a safe and seamless platform to buy apparel and footwear with doorstep delivery.

The Flipkart Wholesale app will now be available for fashion retailers in Patna, Purnea, Katihar, Munger, Madhubani, Bhagalpur and Muzaffarpur, with the expansion to other cities in Bihar planned in the coming months.

With this launch, Flipkart Wholesale digital platform will also give a big boost to MSME fashion suppliers and artisans in the region through pan-India supply chain integration and help keep their businesses operational by offering a lively marketplace for them to sell their products.

Santosh Kumal Mall, IAS, Secretary, IT, Government of Bihar, said, "*We congratulate Flipkart Wholesale for entering Bihar in the first year of its operations. We hope that the B2B platform boosts the livelihood of local fashion retailers in our state through a safe, digital means to buy quality merchandise.*"

Adarsh Menon, Senior Vice President and Head - Flipkart Wholesale, said, "*Bihar is an important state for us, and we are excited about growing our footprint here. At Flipkart Wholesale, our key goal is enabling the digital transformation of kiranas and MSMEs using locally developed technology and strong supply-chain capabilities. We are confident that this technology-driven platform in Bihar will help local businesses create new livelihood opportunities, boost the local economy, and build a more resilient retail ecosystem.*"

Fashion retailers in Bihar, who are not able to travel to fashion hubs for sourcing products post the outbreak of COVID-19, can come on board the Flipkart Wholesale app, which is a safe one-stop destination for a wide selection of men's wear, women's wear, kidswear and footwear from hundreds of sellers across all the fashion mandis of India such as Jaipur, Kolkata, Mumbai, Kanpur, Delhi, Surat, Agra, Tirupur, among others.

Since its launch with the fashion category in September last year, Flipkart Wholesale has expanded to over 3,000 pin codes, engaged with hundreds of resellers and enabled over 7 lakh listings for footwear, accessories and clothing for retailers.

Flipkart Wholesale customers 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. They can also 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.

As part of the launch in Bihar, fashion retailers in these seven cities will enjoy 10% extra guaranteed savings on the first transaction on Flipkart Wholesale and additional benefits on bulk purchases as well.

"We are delighted to partner with Flipkart Wholesale, to explore the huge market potential this space holds and reach consumers beyond boundaries. Through this strategic partnership, we aim to further strengthen our distribution network and tap newer markets to showcase our offerings to a larger consumer base, starting with Bihar," said **a spokesperson for TCNS Clothing Company Ltd, which sells women's wear brands like W & Aurelia.**

Throughout the pandemic, the Flipkart Group's efforts have been to prioritise the safety of supply chain and delivery executives and customers. By delivering to customers across the country, thousands of delivery heroes have been able to keep customers safe by reducing the need for them to step out of their homes to buy products. At the same time, Flipkart has been able to help lakhs of sellers/MSMEs keep their businesses operational by offering a lively marketplace for them to sell their products, in the process creating lakhs of much-needed jobs. With the rising number of cases lately, Flipkart continues to follow the highest safety and SOPs developed and institutionalised over the last several months.

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale and Cleartrip. 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 more than 350 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, Flipkart Wholesale and Cleartrip, the Flipkart Group will continue to steer the transformation of commerce in India through technology.

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