



Flipkart on-track to have over 4.2 lakh sellers & MSMEs by December 2021

- *Onboards 75,000 sellers on its platform over the last few months*
 - *Sees strong seller participation from Tier 2 and 3 cities*
- *Will offer a next-day payment financing option with a 30-day free trial period for all sellers under its seller financing program*

Bengaluru – September 16, 2021: Flipkart, India’s homegrown e-commerce marketplace continues to strengthen its seller base and is on-track to add 1.2 lakh new sellers to its platform by December 2021. Flipkart has already onboarded around 75,000 sellers on its platform over the last few months as MSMEs and small business entrepreneurs continue to be enthused by the potential of e-commerce ahead of the festive season.

Currently, the Flipkart Marketplace supports digital commerce for 3.75 Lakh sellers and is steadily working towards taking this number to 4.2 lakh sellers on its platform by the year end.

Since the pandemic, the Flipkart marketplace has seen an encouraging response from MSMEs who want to take their business online with e-commerce. The new sellers and MSME base predominantly come from Tier 2 and 3 markets such as Agra, Indore, Jaipur, Panipat, Rajkot, Surat, and many others. The Flipkart marketplace platform has also witnessed the rise in categories such as General Merchandise, Home and Kitchen, and Personal Care.

Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, said, *“The value of digital commerce and the potential it has to enable small businesses to grow rapidly is well known and accepted. It is encouraging to see that small businesses continue to put their trust in the Flipkart e-commerce Marketplace and are seeing accelerated growth. This festive season, MSMEs and seller ecosystems across the country have come forth even more resilient and rejuvenated and we are excited to support their learning, financial, operational and business needs as they offer a wide selection of products on our platform. Our continuous effort is to ensure that every small business, MSME, women-entrepreneur, artisan, weaver or handicraft maker is an active participant in the upcoming festive season. We are also very excited to see partnership with Kiranas growing rapidly as part of our last-mile delivery program.”*

Each of these 1.2 lakh new sellers have the potential to generate additional 4 lakh direct and indirect jobs in the ecosystem, unlocking the potential of e-commerce as a sector contributing to economic growth.

To support the business continuity and growth of these sellers during the festive season, Flipkart has enabled a next-day payment program that allows sellers to receive their order payments within a day. Sellers can avail of a 30-day free trial on this program. Should the seller choose to continue availing the program beyond this period, a nominal transaction fee will be applicable for the extended period. This construct allows a continuous flow of working capital for the sellers, many of whom face financial challenges that hinder their business growth.



Further, as part of the company's Growth Capital seller financing program, Flipkart is offering sellers customized offerings from its lenders based on projected growth. This will not just ensure the necessary financial aid that a seller will need to boost their supply for the festive season but will also enable them to reach their desired potential during the upcoming Big Billion Days sales. These loans come with low rates of interest to make them more accessible to MSMEs selling on the platform.

Flipkart also hosted a 45 day-long Learning and Development Event for its pan-India seller base to apprise them with best practices and insights to boost their business during the upcoming festive season and giving sellers, MSMEs, micro-businesses, women entrepreneurs, artisans, weavers, and handicraft makers an opportunity to further grow their business and reap the benefits of e-commerce. This annual Learning and Development event enables Flipkart's country-wide seller ecosystem to connect with its Marketplace's leadership team through unique efforts. Sellers got an opportunity to use engaging and gamified content and learning modules such as Super Vyaprio to help them understand how they could grow their business. This year, these were further coupled with seller-led webinars and an all-new virtual Flipkart Business Hours session where sellers could experience the festive rush.

The Learning and Development event this year witnessed an increase in participation from sellers in comparison to 2020. Sellers from smaller cities such as Agra, Faridabad, Indore participated in the program for the first time.

"The seller webinars are really useful, they teach a lot about how to use the seller dashboard. Many of us are new to Flipkart and might not have explored the dashboard much, but through these webinars, we can learn a lot of their functionalities and how we can grow with these," said **Chitra Vyas, Shopping and Whopping Owner, Flipkart Marketplace Seller.**

Manish, Katela Creations, Flipkart Marketplace Seller, added, *"After I got in touch with the Flipkart team and saw some of their videos I realized the importance of visibility of my products. I latched on PLA and creating ads with help of Flipkart that has helped me increase my sales during the festive season."*

Flipkart recently launched its **#KarloJashnKiTayyari** campaign to show the happy frenzy and preparatory mood of the sellers and MSME community as they look forward to the upcoming festive season. The campaign captures the mood of sellers from different geographic locations and showcases effectively how despite the varied locations, the seller community stands together during the festive season, as they cater to pan-India consumer demands through e-commerce.

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. The Group is also a majority shareholder in PhonePe, one of the leading payments apps in India.

Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 350



million, offering over 150 million products across 80+ categories. Our efforts to democratize 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. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations have made online shopping more accessible and affordable for millions of Indians. Together with its group companies, Flipkart is committed to transforming commerce in India through technology.

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