

Flipkart Wholesale bets big on challenger brands to succeed in the digital B2B ecosystem

Challenger brands witness sales growth of 1.5X in 2021 with Flipkart Wholesale

Bengaluru – September 13, 2021: Flipkart Wholesale, the digital B2B marketplace of India's homegrown Flipkart Group, has successfully taken brands on its platform to markets across the country. The platform has played a key role in the success of many such brands by bridging the gap between them and kiranas and retailers that sell to the masses. Today, Flipkart Wholesale works with 600+ challenger brands that reside from Tier 2 and 3 cities such as Bikaner, Kanpur, Ludhiana, Nagpur and Ramachandrapuram, aiming to unlock the true potential of digital commerce.

With Flipkart Wholesale, challenger brands witnessed sales growth to the tune of 1.5X during the year, as the brands transcended their regional boundaries to sell across the nation.

Adarsh Menon, Senior Vice President and Head, Flipkart Wholesale, said, *“At Flipkart Wholesale, our key goal is enabling the digital transformation of kiranas and MSMEs using locally developed technology and strong supply-chain capabilities. Our platform has, in a short period, played a catalyst for several brands, helping them transcend regional boundaries and scale new heights of success. These brands, which operate in varied categories such as fashion, personal care products, energy drinks, hot beverages and packaged Indian food, are situated across the length and breadth of the nation, with several of them based in smaller cities. As we continue to expand and enhance our value proposition, kiranas and small businesses continue to leverage our platform to amplify their business and succeed.”*

Once on-board, brands gain increased visibility, horizontal and vertical growth in distribution and networking that enables them to compete with bigger brands that can outspend them on supply chain and marketing initiatives. With fulfilment centers located in strategic locations, Flipkart Wholesale caters to a vast catchment of buyers resulting in a multifold increase in sale points for such brands.

Kanha Namkeen is a popular snacks brand that has been traditionally strong in Rajasthan but was not available outside the region. Today, the brand has successfully made inroads into markets such as Uttar Pradesh, Jammu & Kashmir, Punjab and Madhya Pradesh and is growing 2X month-on-month with support from Flipkart Wholesale.

“The Flipkart Wholesale platform has helped us establish brand presence and drive online sales. We are confident that the synergy of digital platform and physical touch will help drive volumes during the coming festive season as well,” says **Puneet Jethlia, Director of Kanha Namkeen.**



Flipkart Wholesale is operational across 15 states and UTs in the country and expanding to new territories and serving new pin codes.

Mamaearth, a manufacturer of safe and certified toxin-free products, tied up with Flipkart Wholesale to cater to the Northern regions in India. This resulted in 5% incremental sales to the overall offline business in just two months due to the bulk orders received over the platform and exposure to new customer cohorts such as kiranas. Flipkart Wholesale is now taking their products to markets in the south.

“Our partnership with Flipkart Wholesale is like a well-crafted symbiotic one that is helping consumers find the right products, at the right place,” says **Varun Alagh, Co-founder and CEO, Mamaearth**.

Bikano – a manufacturer of packaged Indian sweets and snacks, has a direct supply arrangement for the UP and NCR region while leveraging the platform to deepen their reach in the South market. Brands such as Hell Energy Drink and Wagh Bakri have gained a pan India market through their association with Flipkart Wholesale. A common thread between all these brands since onboarding the platform has been accelerated growth.

The strong technology base and in-depth market knowledge upon which Flipkart Wholesale was built successfully enables a growth ecosystem where SME brands gain instant access to a pan India marketplace, efficient supply chain network, credit support and Kiranas benefit from access to a wide array of products, assured quality, speedy delivery and hassle-free returns. The market insights offered through the platform also helps both brands and kiranas make informed decisions on products that are in demand.

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, 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.

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