

Press release

Flipkart Wholesale launches General Merchandise & Home Categories and expands Fashion footprint ahead of festive season

- *Flipkart Wholesale aims to serve Kiranas and retailers in General Merchandise spread across 1350+ cities and 8000 pincodes in 24 states and Union Territories*
- *General Merchandise category on Flipkart Wholesale to host 24,000 products on the platform*
- *Also, expands Fashion offering to 1100+ new cities and 7000 plus pincodes*

Bengaluru – September 23, 2021: Flipkart Wholesale, the digital B2B marketplace of India's homegrown Flipkart Group today announced the launch of the general merchandise category on its platform. With the addition of General Merchandise products to its app, Flipkart Wholesale reinforces its efforts to connect local Indian manufacturers including MSMEs with retailers using technology and more products will now be available on the wholesale marketplace for kiranas and small retailers.

Flipkart Wholesale is live with a General Merchandise portfolio covering 24,000 products across Home Textiles, Cookware, Storage, Home Accessories, Toys, Luggage, Sports & Fitness categories. The category will be available to Kiranas and retailers in Andhra Pradesh, Assam, Bihar, Chhattisgarh, Daman and Diu, Goa, Gujarat, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Manipur, Mizoram, Nagaland, Odisha, Pondicherry, Rajasthan, Sikkim, Tamil Nadu, Telangana, Tripura, Uttar Pradesh and West Bengal.

The platform will be made available for customers covering deliverability over 1350+ cities across 8,000 pincodes in these States and Union Territories. These products are sourced from the best manufacturers across Ahmedabad, Delhi, Jaipur, Jalandhar, Ludhiana, Meerut, Panipat, Rajkot, Surat and Tiruppur. The platform will scale up and add 55,000 listings in the next 6 months and further aims to strengthen the supplier ecosystem by adding 1,000 sellers.

Adarsh Menon, Senior Vice President and Head - Flipkart Wholesale said, *"Our expansion announcement testifies our continuous commitment in bringing prosperity to retailers, small businesses and Kiranas. By leveraging our strong capabilities in technology, we have successfully delivered growth by providing small businesses access to a wide selection of products at a significant value. We are also investing in strengthening our value proposition by adding more categories, adding critical infrastructure and strengthening operations. With the help of technology and the right investments, we will continue making lives easier and business more profitable for small business owners and Kiranas."*

The General Merchandise market is fragmented and retailers have very limited access to high-quality brands and products, resulting in limited assortment. The concentrated supplier ecosystem cuts manufacturers' reach to pan-India buyer audiences. Through its entry, Flipkart Wholesale aims to solve the problems that prevail in the category by achieving ease of doing business and enhancing the reach for manufacturers and high-quality selection and convenience for the customers.

Flipkart Wholesale also expanded its fashion category to a pan India consumer base and will now be available in 1100+ new cities and 7,000 plus pincodes, to boost up this festive season. Fashion retailers in these cities can now experience the Flipkart advantage and enjoy better margins on apparel and footwear ordered on the platform. Fashion category in Flipkart

Wholesale has witnessed tremendous growth through e-commerce with over 29,000 fashion retailers onboard being serviced by 950 sellers, majority of who are direct manufacturers residing from large fashion hubs in the country. In the coming months, Flipkart Wholesale aims to scale this number to 2000+ sellers and manufacturers from key apparel and footwear hubs such as Agra, Ahmedabad, Bangalore, Delhi, Hyderabad, Indore, Jaipur, Jalandhar, Kanchipuram, Kanpur, Kolkata, Ludhiana, Lucknow, Surat, Tirupur and Varanasi.

Flipkart Wholesale that launched in 2020 was available to retailers and small businesses through the Fashion category in Bangalore, Bihar, Delhi, Gurgaon and Mumbai and is now steadily expanding its reach to newer clusters.

Flipkart Wholesale is a one-stop solution for the retail ecosystem, offering a wide selection of products at a significant value. The technology first approach has benefited businesses and helped them to remain on the growth path. Within a short span of its launch, Flipkart Wholesale expanded its reach at a rapid pace to serve kiranas and MSMEs including from smaller towns of the country. Fashion, grocery and now general merchandise are currently offered on the platform.

Flipkart Wholesale leverages Flipkart Group's experience, understanding of the industry and ability in the digital space to serve kiranas and retailers better. They are increasingly adopting e-commerce as their preferred mode of purchase. Flipkart Wholesale serves over 1.5 million members across the country, which include kiranas, HoReCa (hotels, restaurants and cafeterias) and O&I (offices and institutions).

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