



PRESS RELEASE

Flipkart Wholesale witnesses 70% e-commerce adoption by kiranas and retailers this 'Big Billion Days' festive event

- Flipkart Wholesale platform witnessed 30% increase in Kirana member base during The Big Billions Days 2021
- B2B transactions from Tier-II and Tier-III cities grew as new hotspots emerge

Bengaluru - October 12, 2021: Kiranas and retailers across the country joined the festive cheer as Flipkart Wholesale, the digital B2B marketplace of India's homegrown Flipkart Group, hosted 'The Big Billion Days' festive event for the second consecutive year. The Big Billion Days that concluded on October 10, 2021 witnessed 70% e-commerce adoption by kiranas across the country compared to the same period last year. 5 Lakh plus Kiranas in over 10,000 pincodes across 24 states and union territories shopped on the platform and through the Flipkart Wholesale Best Price stores during the festive event.

Flipkart Wholesale continuing its focus of digitising Kiranas and the retail ecosystem saw a 30% increase in the number of kirana members on the platform this Big Billion Days. Coming from cities such as Bhopal, Kota, Lucknow, Zirakpur, kirana members clocked in 1.8X increase in sales. The General Merchandise category on Flipkart Wholesale saw a 124% increase in purchases, followed by Grocery that witnessed a 50% rise in demand and Fashion increased by 24%.

Indicating a shift in trend to digital commerce for B2B, over 45% of Flipkart Wholesale's member base transacted online and 35% of them opted for self-service as they overcame trust and convenience challenges with e-commerce. The platform also saw 50% jump in deliveries per day.

Adarsh Menon, Senior Vice President and Head - Flipkart Wholesale, said, *"We thank our partners for the success of The Big Billion Days sale for the second consecutive year. We are elated at the enormous response the festive event has generated and we are certain that it gave a huge fillip to the retail ecosystem. Our technology-first approach at helping small businesses grow has resulted in increased adoption of e-commerce and accelerated the pace of digitisation. The benefits of a more resilient and self-reliant B2B eco-system enabled by digitisation will be felt in the long run. With this, we look forward to enhancing our value proposition through digitisation for kiranas and retailers."*

Flipkart Wholesale's credit support saw massive uptake, as around 1.5 Lakh Kiranas were offered upto 14 days interest-free credit through an end-to-end digital process and Buy Now Pay Later option with credit line ranging from 10K to 25 lakhs offered in partnership with Banks and Fintech lenders. Along with its banking and financial services partners the platform was able to facilitate credit up to the tune of Rs.165 crores for members across categories during the Big Billion Days.

Offices and Institutes also took to e-commerce with over 5,400 customers claiming GST benefits on their wholesale purchases this Big Billion Days.



Launched in 2020, Flipkart Wholesale expanded its reach at a rapid pace to serve kiranas and MSMEs, including from smaller towns of the country. The platform offers a wide range of selection across categories spanning the length and breadth of everything that consumers need- be it Fashion, grocery or general merchandise.

Flipkart Wholesale leverages the 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