



PRESS RELEASE

Flipkart Wholesale brings festive cheers to kiranas and retailers as it hosts The Big Billion Days

- *Retailers in over 10,000 plus pincodes across 24 states and union territories to enjoy upto 85 percent increased profit margins on over 5 lakh listings across Fashion, Grocery and General Merchandise*
- *Flipkart Wholesale members to benefit from upto 14 days of interest-free credit with line limits ranging from 10k to 25 lacs in partnership with Banks and Fintech lenders*

Bengaluru - October 5, 2021: At the onset of the festive season, millions of retailers, kiranas and small businesses in the country are set to enjoy the festive cheer as Flipkart Group's 'The Big Billion Days' goes live for the second consecutive year on Flipkart Wholesale. The unique annual sale event kicked off on October 3, 2021, will go on till October 10, 2021.

The Big Billion Days sale at Best Price cash-and-carry stores and on Flipkart Wholesale across 24 states and Union Territories in the country will feature attractive offers to more than 1.5 mn kiranas who can choose from a wide selection of products ranging from over 4 lakhs listing in Fashion, 13,500 in Grocery and 25,000 products in General Merchandise. This Big Billion Days, kiranas and retailers can avail higher margin gains, in return passing on benefits to end consumers.

Best Price members can walk into Best Price stores or order conveniently from the Flipkart Wholesale app, and avail best deals on a varied assortment of high-quality products across categories such as packaged food, home care, personal care, fashion, grocery and general merchandise.

Adarsh Menon, Senior Vice President and Head - Flipkart Wholesale, said, *"The Big Billion Days marks the beginning of the festive season for the retail ecosystem and we are delighted to enable the potential of e-commerce for our members. Our digital solutions are aimed to help strengthen India's B2B ecosystem and make the country's supply chain more resilient and self-reliant. All our efforts are aimed at helping small businesses, Kiranas, which have emerged as self-starters in adopting e-commerce to make purchases. This festive season we see great adoption for the digital platform as small businesses across India take to digitisation."*

The Big Billion Days festive event presents an exciting opportunity for regional and local brands to join the e-commerce bandwagon and widen their consumer base. For kiranas, this is the perfect opportunity to enjoy the best possible margins and pass on the benefits to the end consumers. Members can avail of doorstep delivery at 10,000 + pincodes across India.

Most kiranas in India do not have access to formal credit and depend on distributors for credit. Flipkart Wholesale provides instant short-term collateral-free credit solutions to its customers in the form of Easy Credit supported by tech-savvy lenders to help them grow their business. Flipkart Wholesale will provide up to 14 days of interest-free credit to buying members through an end-to-end digital process along with Buy Now Pay Later options with credit line limits ranging from 10k to 25 lacs in partnership with Banks and Fintech lenders.



Flipkart Wholesale recently added general merchandise on the platform, in addition to Fashion offering in 1100+ new cities and 7,000 plus pincodes. Over 24,000 products will be on offer in this category and will serve kiranas and retailers across 1350+ cities and 8,000 pincodes in 24 states and Union Territories. Products will be sourced from the best manufacturers across Ahmedabad, Delhi, Jaipur, Jalandhar, Ludhiana, Meerut, Panipat, Rajkot, Surat and Tiruppur.

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