



Flipkart Wholesale and Rupifi partner for offering Embedded BNPL to MSMEs

Bengaluru - October 20, 2021: Rupifi and Flipkart Wholesale, the digital B2B marketplace of India's homegrown Flipkart Group have announced their partnership for offering Embedded Buy Now, Pay Later offering to the MSMEs shopping on Flipkart Wholesale. This partnership enables 1.5 Lakh Kiranas and MSMEs members on Flipkart Wholesale get instant and digital credit, with flexible repayment terms and transparent pricing

Adarsh Menon, Senior Vice President and Head - Flipkart Wholesale, said *"Flipkart wholesale is focused on ensuring that the benefits of digitisation trickle to the entire B2B retail ecosystem. Reiterating our deep-rooted commitment to bringing prosperity to kiranas and MSMEs, we are elated to strengthen our credit offerings in partnership with Rupifi. We have always believed that financial inclusion can only happen if we provide credit that is quick, easy and affordable. With BNPL we are now allowing retailers across the country to unlock themselves from cash constraints while purchasing supplies and enjoy simple one-click credit access."*

"Flipkart Wholesale is changing the way businesses transact, similar to the way they changed the way Indian consumers transact and shop online over the past more than a decade. Using their technology and logistics/supply chain expertise, they are bringing cost efficiencies and convenience to the doorsteps of millions of Indian MSMEs, across categories like Grocery, General Merchandise, Fashion, Electronics and Consumer Durables. We are excited to partner with them and provide the MSMEs with a completely digital, flexible and instant credit experience, localised to their requirements. Our BNPL product is offered to their MSME customers in an Omni-Channel manner, both In-App as well as In-Store, with a ticket size as low as Rs. 5,000, for even the smallest retailer.", said **Ankit Singh, Co-Founder of Rupifi**

To ease customer onboarding on the platform, Flipkart Wholesale and Rupifi team have designed a sleek multilingual application, helping Retailers onboard in less than a minute.

Rupifi, founded in 2020, is India's 1st Embedded Lending Fintech, providing its deep integrated Embedded BNPL to B2B Marketplaces, powering MSMEs with a purchase credit line with flexible repayment options, usage based interest and zero fees. It works with more than a dozen top B2B Marketplaces and is serving MSMEs in 200+ cities across the country

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