



## **Flipkart and UP Government's ODOP products record successful growth on its e-commerce marketplace platform**

*Leather products from Agra, Sports Goods from Meerut and Locks from Aligarh have been the top trending ODOP products on the platform*

**Lucknow - November 01, 2021:** Flipkart, India's homegrown e-commerce marketplace, in partnership with the UP Government's ODOP project has been able to bring in the true value of digital commerce to small businesses, artisans and other economically underserved communities. By promoting the indigenous and specialized products and crafts in UP on the Flipkart marketplace, the platform has witnessed a 52% quarterly growth in revenue for UP's ODOP products, since January 2020 till date.

**Shri Navneet Sehgal, Additional Chief Secretary, MSME, Export Promotion, Khadi & Village Industry, Government of Uttar Pradesh** said, *"Govt. of UP has been working relentlessly to encourage more and more local businesses to see national market growth. As part of our initiatives, it is heartening to see that our ODOP campaign has led to boosting revenue for these crafts online and allowed them to witness consumer demand from across the country. Our partnership with e-commerce platforms such as Flipkart will further help in strengthening our aim to provide much-needed visibility to these specialized products."*

**Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group** said, *"We are delighted to see the growth that local businesses from UP have witnessed on our marketplace platform. As a homegrown company, it has been our constant endeavor to bring increased market opportunities to MSMEs and small businesses, and under UP Government's ODOP program - promote specialized products that are unique to these districts. The growth impact serves as a motivation for several new entrepreneurs to explore the benefits of e-commerce and see significant growth of their own. We are committed to building a truly local, democratic and inclusive platform backed by technology to support local businesses in India."*

Flipkart and UP Government joined hands last year to bring district-specific products, unique to those regions, onto the Flipkart marketplace. These products range from leather products from Agra, aluminum utensils from Kanpur, chikankari & zari-zardozi work from Lucknow, wooden lacquerware and toys from Varanasi, wheat stalk craft from Bahraich, terracotta pottery from Gorakhpur and wood-carved crafts from Saharanpur, among many others.

### **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 contact [media@flipkart.com](mailto:media@flipkart.com)**