



## PRESS RELEASE

### **Best Price boosts safety and savings for small kiranas with e-commerce thrust**

- *Kiranas can order online from Best Price app, website to avail savings offers during 'Online Shopping Dhamaka Month' from April 1 to April 30*
- *Over 95% products sourced locally within the country will be available for Best Price members and delivered safely to their doorstep*
- *Kiranas to enjoy up to 15% savings on daily essentials, free delivery, cashback on e-commerce orders on Best Price app and website in April*
- *E-commerce adoption among Best Price members increases 20X from April 2020 to March 2021, signalling an acceleration of online ordering in tier 2, tier 3 cities.*

**Bengaluru – April 7, 2021:** Flipkart Wholesale, the digital B2B marketplace of India's homegrown Flipkart Group, has kick started 'Online Shopping Dhamaka Month' for members of its cash-and-carry business Best Price, with an aim to enhance savings for small retailers across the country and ensure their safety through e-commerce orders and speedy doorstep delivery.

Members of Best Price cash-and-carry business can order online through the Best Price app and website and avail up to 15% savings on daily essentials as well as free delivery on orders across a wide selection of products.

**Adarsh Menon, Senior Vice President and Head - Flipkart Wholesale and Walmart India,** said, *"E-commerce has emerged as a safe and convenient means of purchase, and the Online Shopping Dhamaka Month is a great opportunity for small retailers, kiranas and O&I shoppers to boost sales and profitability. At Flipkart Wholesale, our top priority is the growth and prosperity of small kiranas across the country, with utmost focus on their safety. Our constant endeavour is to make business easy for small retailers through e-commerce and support their demand generation efforts through relevant insights and stock selections. We believe Online Shopping Dhamaka Month will help yield significant savings for our Best Price members while ensuring their safety in these challenging times."*

Online Shopping Dhamaka Month at Best Price will start on April 1, 2021, and end on April 30, 2021. It will feature products across categories such as staples, personal care, home care, packaged foods and beverages, electronics and appliances, and other general merchandise across more than 100 brands. Best Price members will be able to avail of attractive offers such as cashback, coupon discounts, and additional discounts for night shoppers, apart from free delivery on online orders.

Flipkart Wholesale has emerged as a catalyst for inclusive growth in the country by driving digitisation across kiranas and suppliers in tier 2 and tier 3 cities. Its Best Price cash-and-carry business has seen a 20X increase in e-commerce adoption from April 2020 to March 2021, signalling that Bharat is increasingly warming up to e-commerce as the preferred mode of purchase.



Best Price's 29 wholesale cash-and-carry stores across nine states in the country have been serving close to a million small retailers in the country, including kiranas, HoReCa (hotels, restaurants and cafeterias) and O&I (offices and institutions), with best-in-class merchandise for the last 12 years.

### **About the Flipkart Group**

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, and Flipkart Wholesale. Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's e-commerce revolution, with a registered customer base of over 300 million, offering over 150 million products across 80+ categories. Our efforts to democratise e-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. The recent launch of Flipkart Wholesale, our new digital marketplace, is a testament to our commitment to accelerate the growth of kiranas and MSMEs in India. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians. Together with Myntra, which holds a prominent position in the online fashion market, and now Flipkart Wholesale, the Flipkart Group will continue to steer the transformation of commerce in India through technology.

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