



## With 2X growth in revenue, Flipkart Samarth's 'Crafted by Bharat' boosts the growth of India's handicraft and handloom makers

- *The sale event saw a 1.4X increase in transacting sellers of Flipkart Samarth on the marketplace, with the top artisans and weaver partners witnessing a 2X growth in the number of units sold*
  - *60% of the consumers during the sale were from Tier 2 and Tier 3 cities*

**Bengaluru - January 27, 2022:** As Flipkart Samarth's first-ever dedicated 'Republic Day' sale event - 'Crafted by Bharat' comes to an end, it has reaffirmed the role e-commerce plays in empowering local businesses particularly MSMEs, artisans, weavers etc. The event, aimed at celebrating India's rich culture and heritage by showcasing the traditional handicrafts and handlooms from across the country, was held on January 26, marking the occasion of India's Republic Day.

The event saw a 1.4X increase in participation, compared to non-sale days, of artisans and weavers, and 25+ top Government and NGO brands associated with the Flipkart Samarth program. Home Furnishing, Home Décor and Grooming were the best performing categories during the sale, in terms of units sold. At the same time, Large Furniture, Home Furnishing and Home Décor were best performing categories in terms of revenue. Consumers from across the country showed an appetite for Flipkart Samarth products, with cities such as Ahmedabad, Bengaluru, Chennai, Hyderabad, Kolkata, Lucknow, Mumbai, New Delhi, Patna and Pune driving the sales for products 'Crafted by Bharat.' 60% of the consumers were also from Tier 2 and 3 cities.

In addition to this, below are some of the key highlights from the sale:

- 49% of the overall customers were Flipkart Plus users; Flipkart Plus is Flipkart's own loyalty program with which customers can get rewards and benefits for every purchase that they make
- There was 2X growth in the number of units sold and in revenue as compared to business as usual
- The sale-event saw 8 orders closed per minute with some of the best selling products being natural beauty products from Khadi manufacturers, handicraft products from artisans in Rajasthan, Jamdani sarees from West Bengal and Jaipuri cotton kurtas, among others
- Products with the highest selling prices during the sale were from the Furniture cluster of India - Rajasthan, which saw local artisans such as *Piyush Handicrafts* and *Kendalwood Furniture*, among others, showcase solid wood sofa cum beds and dining table sets
- 11% of the transacting sellers from Flipkart Samarth became Lakhpati during the one-day sale event



Republic Day 'Crafted by Bharat' event provided national market access of 400 million customers to these artisans, weavers and handicraft makers. It was also able to promote the rich cultural heritage of under-served traditional communities and support their livelihoods.

Commenting on the success of the event **Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group**, said, *"Creating value and supporting our stakeholders, especially MSMEs and traditional craftspeople is at the core of what we do at Flipkart. 'Crafted by Bharat' is yet another step in our efforts to support local artisans, weavers and handicraft makers across the country. We are delighted with the positive response to the event with participation from Flipkart Samarth sellers from across the country. The significant increase in their sales and the exposure of their rich cultural heritage to millions of customers has made the event a success and is a testament to our commitment to fostering the growth of our sellers. We will continue to provide many such opportunities to benefit our ecosystem of artisans, weavers, MSMEs in the future."*

Flipkart Samarth was launched in 2019 and has been designed to democratize e-commerce through technology and build a sustainable and inclusive platform for these under-served domestic communities, with a special focus on women-led enterprises and people with disabilities. Under this program, Flipkart has been working with several Government entities, livelihood missions and NGO partners to onboard rural entrepreneurs from across the country. Today, Flipkart Samarth impacts over a million livelihoods by helping them adapt and leverage digital commerce.

### **About the Flipkart Group**

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Flipkart Health+ 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 400 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.

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