



Flipkart '*Crafted by Bharat*' - a celebration of India's artisans, weavers and handicraft makers, this Republic Day

- *The flagship sale event will celebrate the rich cultural heritage of India, with participation from lakhs of artisans, weavers and handicraft makers*
- *Wide-range of products from culturally renowned brands such as Garvi Gurjari, Biswa Bangla, Tribes India and many more will be featured*

Bengaluru - January 19, 2022: Flipkart, India's homegrown e-commerce marketplace, today announced the date of its first-ever dedicated Flipkart Samarth sale event - '*Crafted by Bharat*', to be held on January 26, marking the occasion of India's Republic Day. The event will focus on celebrating India's rich culture and heritage by showcasing the wide range of handicrafts and handlooms from across the country.

Crafted by Bharat will see participation from artisans, weavers, people with disabilities and rural and urban women working in self-help groups associated with the Flipkart Samarth program from every corner of the country, including Tier 2 and 3 cities such as Bhagalpur, Bhopal, Gandhinagar, Howrah, Kalyani, Lucknow, Nuapatna, Panipat, Saharanpur, Sikar, Surat and Vijayawada among others.

The event is a part of Flipkart's continued efforts to partner with Flipkart Samarth artisans, weavers and handicraft makers, by providing market access to a nationwide customer base of more than 400 million consumers. Flipkart is helping transform the livelihoods of these communities while supporting the '*Aatmanirbhar Bharat*' vision of our government.

At the event, customers will have access to great value propositions for a wide range of products curated by partners with rich cultural heritage and high regional significance such as Garvi Gurjari - one of the largest emporiums from the western region; Biswa Bangla - showcasing traditional Bengali handicrafts, fabrics and artifacts; Khadi products, chikankari, and zari-zardozi work; and Karnataka's renowned handloom and handicraft brands such as Cauvery.

Announcing the launch of ***Crafted by Bharat***, **Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group**, commented, "*The Flipkart Samarth program has grown 5X over the past year and continues to see accelerated growth each quarter. Being a homegrown company, we are committed to continue working towards creating more opportunities for increasing business growth for India's local communities. With this dedicated sale event, we are looking forward to providing our Flipkart Samarth partners a platform where they can showcase their diverse products and at the same time, bring our customers closer to India's rich historic culture. With millions of Indians shopping online, small enterprises and artisans can now move beyond their local communities and gain access to opportunities that truly reflect the worth of their efforts.*"

Flipkart Samarth was launched in 2019 and has been designed to democratize e-commerce through technology and build a sustainable and inclusive platform for 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.

To further make the e-commerce experience seamless, the Flipkart app is available in 11 Indian language interfaces including Telugu, Kannada, Marathi, Bengali and more. Through this, Flipkart is truly bringing technology to democratize and empower the under-served sections of society.

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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