

Regional brands continue their success journey with Flipkart Wholesale in the Digital B2B Ecosystem

- *Flipkart Wholesale's robust distribution channels enable 555 regional brands to penetrate deeper into tier-2 and 3 cities*
- *Over the last six months, several regional brands have scaled their sales by 5x - 10x with Flipkart Wholesale*

Bengaluru – February 23, 2022: Flipkart Wholesale, the digital B2B marketplace of India's homegrown Flipkart Group, continues to enable many regional brands to reach a broader consumer base and gain an increased market share. So far, the platform has enabled more than 1.2 million kiranas and MSME members to expand their presence by easing out supply chain challenges and providing them with a wide selection of value-based products. Today, Flipkart Wholesale works with 555 regional brands across tier-2 and tier-3 cities by capitalizing on the power of digital commerce.

With Flipkart Wholesale, several regional brands like Verka, Kanha, Goldiee, and others have been able to grow their sales to the tune of 5x - 10x in the past six months as they got exposure to a national marketplace and expanded beyond regional and physical boundaries. Leveraging Flipkart Wholesale's extensive consumer network across the country, the platform has helped MSMEs increase their consumer reach as they continue to mark their presence in different markets.

Adarsh Menon, Senior Vice President and Head, Flipkart Wholesale, said, *"At Flipkart Wholesale, our primary focus is to offer a seamless buying and selling experience to kiranas and MSMEs by leveraging our home-grown technology and deep expertise in supply-chain. So far, we have joined hands with many smaller businesses across categories to place them at par with large brands and help break regional barriers for a much wider reach. As we branch out in other markets, we will continue to digitally transform kiranas and MSMEs by helping them grow faster, retain their customers, and increase their profitability."*

Gainda is a popular homecare brand with a strong footprint in north India. In their 3-year long association with Flipkart Wholesale, Gainda has been able to clock a 40 percent increase in their overall sales turnover with expansion in several other regions such as west and south India. Soon after their entry into new markets, the brand recorded a significant spike in their overall demand, market share and brand recall. *"Our partnership with Flipkart Wholesale has benefited us immensely. Ever since we came together, we have been successful in penetrating into tier 2 and tier 3 markets that were earlier difficult for us to tap into with traditional methods. In north India, where we already have a solid foothold, Flipkart Wholesale has helped us reach many more pin codes, thereby further deepening our presence,"* said **Vivek Walia, National Sales Head of Gainda**.

Chhokra, another sought-after brand of homecare products, has been with Flipkart Wholesale for eight years, during which they have taken the brand to newer heights

and made inroads in other markets such as Rajasthan and Haryana. **Chandan Gupta, Chief Executive Officer of Chhokra**, said, *“After coming onboard with Flipkart Wholesale, we have been able to broaden our consumer base a lot. In addition to existing markets, we are confident of setting foot in our other target regions as well.”*

Parag Milk is a popular milk and milk products brand with a strong presence in Punjab. In their 3-year long association with Flipkart Wholesale, Parag Milk has clocked 4X growth with a solid hold in the northern, central west, and south regions. The brand is currently making a foray into coastal Andhra Pradesh, Maharashtra and Telangana. *“Parag is fortunate to have been associated with Flipkart Wholesale to expand and grow exponentially over the last three years. Our alliance is based on true business sense and a commitment to healthy growth. Flipkart Wholesale is helping us expand both online and offline, with a strong customer base and presence across multiple tier-2 cities. Ever since we joined hands with them, our brand has been growing continuously,”* said **Nidhisha Monga, National KAM, Parag Milk**.

For *Darshan Foods* - a well-known food brand in Punjab, growth has been synonymous with Flipkart Wholesale. By leveraging the platform, they have been able to tap into multiple regions and have grown to 26 cities from 15-16. Similarly, for *Tea Valley*, a manufacturer of beverage products, the support from Flipkart Wholesale in curating the right assortment for sales has helped the brand grow immensely with a wider reach through more outlets.

Flipkart Wholesale’s technology prowess and deep market understanding enable a holistic and meaningful growth ecosystem for kiranas and MSME. Through the platform’s extensive network, SME brands gain visibility and access to a pan-India marketplace. Given its digital-first approach, the platform also offers many value-additions that help smaller brands make informed business decisions.

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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