



## Flipkart introduces 'Sell Back' to enable easy trade-in of used mobile phones and promote sustainability

~ This programme follows the recent acquisition of Yaantra, an electronics recommerce company

- Will supplement efforts towards creating a circular economy and reducing e-waste

**Bengaluru - February 14, 2022:** Flipkart, India's homegrown e-commerce marketplace, today announced the introduction of the 'Sell Back Programme' that offers customers an easy and reliable platform to sell their used mobile phones while receiving the right buy-back value in the form of a Flipkart Electronic Gift Voucher. This programme will be applicable for all mobile phones, whether purchased on Flipkart or not, and will be rolled out to additional categories later this year. The programme which is live across 1,700 pin codes in cities such as Delhi, Kolkata and Patna, is in line with Flipkart's efforts to contribute towards a circular economy while enhancing its customer offerings and strengthening its recommerce business.

The Sell Back Programme launch follows Flipkart Group's recent [acquisition of Yaantra](#), an electronics recommerce company, which was initiated with a focus on creating a meaningful recommerce offering, gaining greater access to affordable refurbished smartphones, and providing a comprehensive service ecosystem to customers.

A recent [survey by IDC](#) suggests that every year, approximately 125 million used phones are available in India, of which only 20 million reach the market. This amounts to tremendous e-waste and needs to be solved for, on priority. Flipkart's *Sell Back Programme* addresses this challenge as it gives customers easy and simple means to sell their old devices and use the earnings to purchase any product of their choice on Flipkart.

Speaking about the launch, **Prakash Sikaria, Senior Vice President and Head of Flipkart's Growth Charter**, said, "At Flipkart, we continuously work towards bringing smart tech-enabled solutions to help our customers purchase the latest, desired products at best prices. As people continue to upgrade their devices, there is a growing market for reselling devices that is highly unorganised and difficult to navigate. With Flipkart's *Sell Back Programme*, we aim to help organise this market. As the Indian consumer electronics industry witnesses rapid growth, this programme will further our efforts towards reducing the generation of e-waste - which is a crucial step in creating a sustainable economy."

### HOW IT WORKS: FLIPKART SELL BACK PROGRAMME

- ~ Customers can visit the Flipkart app and select "Sell back" from the options in the bottombar
- ~ Customers assess the value of the used mobile phone by answering 3 simple questions
- ~ Post customer confirmation, a Flipkart executive will pick up the product from their doorstep within 48 hours



~ Post verification, Flipkart voucher to be issued within a few hours, as per the confirmed sell back value

### **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.

**For more information, please write to [media@flipkart.com](mailto:media@flipkart.com)**