



Flipkart Wholesale launches its flagship omnichannel campaign 'Vyapari Diwas' for members

- The sale will start from April 18-24, 2022, where members can avail of exciting deals and offers across several categories, including staples, personal and home care, food and beverages, and more
- With the tagline 'undekhe unsune offers', the campaign aims to enhance savings for its members and will be live in all stores and online channels

Bengaluru – April 19, 2022: Flipkart Wholesale, the digital B2B marketplace of India's home-grown Flipkart Group, today announced the launch of its flagship campaign '**Vyapari Diwas**' to enhance savings for its members. **Vyapari Diwas** will be live from **April 18 – April 24** across all stores and online channels. The campaign with its tagline '**undekhe unsune offers**', aims to provide Flipkart Wholesale members a wide variety of offers across several categories enabling them to save more and accelerate their growth and profits.

Speaking on the launch of the campaign, **Adarsh Menon, Senior Vice President and Head, Flipkart Wholesale**, said, "*Flipkart Wholesale is focused on building a sustainable business with kiranas and MSMEs at the center of everything we do. Our constant endeavour is to enable their growth and prosperity. We are thrilled to launch the latest edition of Vyapari Diwas that will offer a great opportunity for small retailers, kiranas and MSMEs to yield significant benefits thereby boosting their sales and profitability.*"

The campaign has been curated with several exclusive and exciting deals such as Dhamaka Deals, Basket offer, Bill Buster offers, Hat-trick offer (VD100 coupon) and more which will have multiple levels of offers. It will feature products across categories such as staples, personal care, home care, packaged foods and beverages, and other general merchandise where members will be able to avail of attractive offers.

Flipkart Wholesale's technology prowess and deep market understanding enables 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.

To know more about Vyapari Diwas, please visit [here](#).

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 contact media@flipkart.com