



## **Uttar Pradesh's ODOP products record Rs 1,600 crore sales on Flipkart at UP Government's Ground Breaking Ceremony in Lucknow today**

- *The government's ODOP project seeks to promote traditional crafts synonymous with their respective districts to spur the local economy, create jobs and local prosperity*
- *Flipkart signed the MoU with the Government of Uttar Pradesh for the ODOP initiative in 2020; records 60% growth in revenue for UP's ODOP products*

**Lucknow - June 3, 2022: Flipkart, India's homegrown e-commerce marketplace, today announced at UP Government's Ground Breaking Ceremony in Lucknow that the Government's ODOP products have recorded Rs 1,600 crore sales on its platform.** These products are developed by local sellers, artisans, weavers and craftsmen showcasing the indigenous and specialized products and crafts in UP. Flipkart signed an MoU and entered into a partnership with UP Government's ODOP Scheme in 2020. The company has been promoting indigenous and local products from artisans, weavers, and other underserved sections in Uttar Pradesh on its platform.

Under this initiative, the UP Government's ODOP program has witnessed a 60% percent growth in the sale of ODOP products on the platform in October 2021 and April 2022. The top five districts that saw record growth are Agra, Aligarh, Meerut, Noida, Kanpur, and Lucknow. The demand for products from these districts include sports goods, apparel, locks, and chikan embroidery that reflect the increasing trend of consumers' preferences for local products.

**Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, said, "As a homegrown company, we understand the nuances of the Indian market and aim to bring these insights, along with technology and a pan-India platform and market access to the local sellers, artisans, weavers, small businesses as well as the underserved communities of India. Uttar Pradesh is an important region for Flipkart and we are delighted to see over 60% growth in UP Government's ODOP products on our e-commerce marketplace platform. The ODOP products from the state have garnered Rs 1600 crore sales on the platform since Flipkart's partnership with the state in 2020. We are committed to contributing to the inclusive economic growth of the state by connecting sellers to a nationwide customer base, creating employment and upskilling opportunities for thousands across the state. The state leadership under Hon'ble CM Shri Yogi Adityanath Ji has been very supportive of the industry by providing extraordinary ease of doing business in the State."**



### **Other Flipkart initiatives to support the economic growth and livelihood of lakhs of MSMEs in Uttar Pradesh:**

- Flipkart Samarth recently partnered with HCL Foundation's flagship program HCL Samuday to provide livelihood opportunities to rural women in the Hardoi district of Uttar Pradesh by reviving existing crafts and skilling through training programs.
- Flipkart has previously signed an MoU with the Uttar Pradesh Khadi and Village Industries Board to benefit weavers and artisans by introducing khadi fabrics and village industry products on the Flipkart Marketplace.

### **About the Flipkart Group**

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

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)**