

## **Flipkart signs Terms of Understanding (ToU) with Spices Board's 'Flavourit' in Kerala to enable national market access to farmer communities**

- *Flavourit is an initiative under the Spices Board to bring together progressive farmers and grassroots organizations working in the spices sector*
  - *The partnership was signed under the Flipkart Samarth program*
  - *Flipkart Samarth aims to support local farmer communities and offer customers a wide range of quality spices*

**Kochi - June 9, 2022:** Flipkart, India's homegrown e-commerce marketplace, today announced a partnership through a Terms of Understanding (ToU) with Spices Board under its initiative Flavourit Spices Trading Limited (FSTL) to provide national market access and help promote farmers and grassroots organizations working in the spices sector from all regions of the country. This development will help sustain the passion for Indian spices and farmers in this sector and bring online a variety of spices such as black pepper, Kashmiri saffron, honey, cinnamon, cardamom and Lakadong turmeric, to name a few.

The ToU was signed under the Flipkart Samarth program, which aims to empower MSMEs, artisans, entrepreneurs, and rural seller and farmer communities selling products associated with rich cultural heritage through Flipkart's e-commerce platform.

The ToU was signed at the headquarters of Spices Board in Kochi, in the presence of **Shri D. Sathiyam IFS, Secretary, Spices Board India, Dr. A.B Rema Shree, Director - Research, Spices Board, Ministry of Commerce & Industry, Cochin** and **Neil Christopher Castelino, Director - Corporate Affairs, Flipkart Group.**

Talking about the partnership, **Shri D. Sathiyam IFS, Secretary, Spices Board India,** said, *"We are excited to partner with Flipkart to bring our diverse selection of premium spices to millions of customers online. Through the Flipkart Samarth program, we aim to drive inclusive and sustainable business growth for small and marginal spice growers. The Flipkart platform will also act as a trade channel for farmers to sell their products on a digital marketplace."*

**Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group,** said, *"We are honored to partner with Flavourit of Spices Board through our Samarth Program. This partnership will enable pan-India market access for farmers, and grassroots organizations working in the spices sector while further augmenting our commitment to the social and economic development of our stakeholders. As a homegrown company, we want to unlock the potential of local farmer communities with the benefits of e-commerce and contribute to their growth and livelihood. This partnership will help fortify this vision."*

Flavourit Spices Trading Ltd is an initiative under the auspices of the Spices Board. Constituted in 1987, FSTL aims at the export, organic production, and certification of 52 spices, including

small and large cardamom. The Spices Board is also focused on developing farmer communities with the adoption of technology and financial assistance.

Flipkart aims to create sustainable growth opportunities for all. It has also partnered with various Farmer Producer Organizations to boost access to local staples and augment income for farmer communities on its platform. Flipkart Samarth is a nationwide initiative that aims to help skilled artisan communities set up their business on the Flipkart Marketplace in an efficient, transparent, and cost-effective manner. The program was launched in 2019 as a sustainable and inclusive platform that empowers underserved indigenous communities and businesses with new growth opportunities and better livelihoods. Flipkart Samarth currently impacts more than a million livelihoods including artisans, weavers, and craftsmen across India and is working towards supporting more such sellers through the initiative.

### **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.

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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