



Flipkart guides hundreds of MSMEs in expanding their product market through e-commerce at Vyapar 2022, organized by the Department of Industries and Commerce, Government of Kerala and FICCI

- *Flipkart Samarth will guide, brief and educate MSMEs on its policies, innovations, onboarding process and help them with onboarding to leverage its e-commerce platform and pan-India market access during the 3-day event*
- *Earlier this year, Flipkart also signed a ToU with the Kerala Spices Board and Kerala Khadi and Village Industries Board (KKVIB) to onboard local artisans, weavers, craftsmen and MSMEs to help promote and scale their products pan-India through the e-commerce platform*
- *Vyapar 2022 will be held between June 16 to 18, 2022, at Jawaharlal Nehru International Stadium Ground, Kaloor, Kochi, Kerala in partnership with FICCI*

Kochi - June 16, 2022: Flipkart, India's homegrown e-commerce marketplace, will engage with MSMEs, entrepreneurs and artisans from Kerala on June 16-17 at the Vyapar 2022 event organized by the Department of Industries & Commerce, Government of Kerala, along with FICCI. This is part of the company's continuing efforts under its Flipkart Samarth program to support the growth and digitization of MSMEs across India by onboarding them onto its e-commerce platform.

The 3-day event will see participation from MSMEs from across industries like Food Processing to Spices, Electrical & Electronics to Rubber, Handlooms to Handicrafts and Coir to Ayurveda. Flipkart will educate hundreds of MSMEs present at the event about its various seller initiatives and ease of doing business policies, including the easy 10-minute onboarding process and will handhold interested MSMEs with step-by-step registration of their business onto the Flipkart Marketplace. The company will also offer guidance on product cataloging and listing on the platform that will enable access to 400 million customers across India.

Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, said, *"Flipkart Samarth was launched in 2019 with the mission to support artisans, weavers, and micro-entrepreneurs, by providing them access to a pan-India market by harnessing the power of technology. We are delighted to engage with the MSMEs, artisans and entrepreneurs from Kerala. The State has its own vibrant culture, and MSMEs are a key contributor to the state economy. Through the Flipkart Marketplace, we aim to provide a democratised platform for artisans and seller communities to reach a wider market, including and beyond their respective regions."*

Jagjeet Harode, Senior Director and Head – Marketplace, Flipkart, said, *"As a homegrown e-commerce marketplace, we are constantly innovating and bringing new solutions to empower our*



seller partners across the country. In this digital commerce era, we want to support and nurture MSMEs from tier-2 & 3 cities, who are ambitious and are looking to unlock their growth potential. Through our participation at Vyapar 2022, we aim to educate the MSMEs in Kerala about the ease of doing business with Flipkart in a simple and efficient manner.”

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Vyapar 2022 is a business-to-business (B2B) event organized by the Department of Industries & Commerce, Government of Kerala, from June 16-18 at Jawaharlal Nehru International Stadium Ground, Kaloor, Kochi. Flipkart’s participation in Vyapar is under its Samarth program, a nationwide initiative launched in 2019. It aims to help rural artisans, weavers and handicraft makers set up their businesses on the Flipkart Marketplace in an efficient, transparent, and cost-effective manner. 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.

For more information, please contact media@flipkart.com