



Flipkart Wholesale Launches Freedom Sale '75 par 75' Ahead of Independence Day for Small Retailers and Kiranas

- *The sale will be live from August 8 - August 15, 2022 where members can avail of exciting deals on over 6,000 products in all stores and online channels*
- *With the tagline 'Dumdaar offers aur dumdaar daam', the sale will help members enhance savings across a wide selection of quality products*

Bengaluru – August 8, 2022: Flipkart Wholesale, the digital B2B marketplace of India's home-grown Flipkart Group, today announced the launch of Freedom Sale for its members across the country. With India celebrating its 75 years of Independence this year, the Freedom Sale will be centered around the theme **#75reasonstocelebrate** as it will offer a unique opportunity for members to enjoy incredible savings of up to 75 percent across a wide selection of over 6,000 products. The sale will be live from August 8 to August 15, 2022 in all stores and online channels.

With the tagline '*Dumdaar offers aur dumdaar daam*', the sale has been curated with various attractive offers including **75 freedom deals, brand bill busters**, and more for walk-in and online members. This national-level mega sale will benefit over 1.5 million members who are part of the Flipkart Wholesale platform, especially those in tier 2 and 3 cities.

Koteshwar L N, Business Head at Flipkart Wholesale, said, *"We are thrilled to launch our Freedom Sale on this Independence Day which will bring significant benefits and help deliver even better value to retailers. Our previous edition of Freedom Sale witnessed strong participation from kirana members which we hope to continue this year. Through this, we aim to further empower small merchants to leverage digital commerce for accelerating their business and helping them reach a wider consumer base. At Flipkart Wholesale, we will continue to strengthen India's B2B e-commerce ecosystem and create a resilient model for small retailers to grow and prosper."*

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 the Freedom Sale, please visit <https://www.bestprice.in/bestprice/login>

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 democratise 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