

## Flipkart Wholesale brings the festive cheer of The Big Billion Days for its B2B members

- *The uniquely curated sale will run from September 23-30, 2022, where kirana members can avail of exciting deals and offers across a host of categories and products*
- *With the tagline 'Iss SALE Ke Aage Sab Fail', The Big Billion Days aim to extend the benefits to its B2B members with an opportunity to save more and increase their profits*
- *The sale will be live in all 28 stores and online channels of Flipkart Wholesale*

**Bengaluru – September 22, 2022:** Flipkart Wholesale, the digital B2B marketplace of India's homegrown Flipkart Group, is set to bring the festive cheer of The Big Billion Days (TBBD) to its Kirana members through a unique sale event, scheduled to run between September 23 - September 30, 2022, across all 28 stores and online channels. With the tagline '**Iss SALE Ke Aage Sab Fail**', the sale event aims to extend the benefits of TBBD to small retailers and kirana members by giving them an opportunity to save more and increase profits. Through this, members can avail of exciting offers and deals spanning a host of products and categories, including staples, confectionery, beverages and others, depicted through its catchphrase '**Dumdaar Offers Aur Shaandar Daam**'.

To make the sale grander and more exciting, there is also a Prize Scheme arranged. Based on the quiz contest with select members and the number of transactions, over 100 members will have an opportunity to win thrilling prizes such as a car, an iPhone, gold coins and vouchers.

Speaking on the launch of the sale, **Koteshwar L N, Business Head of Flipkart Wholesale**, said, *"The Big Billion Days offers incredible value to consumers. We are all set to further drive growth and value for our Kirana members as they gear up for the festive season. This initiative is a step towards our commitment to bringing benefits and value to the retailers of Bharat while strengthening their operations and value proposition. With our constant endeavor to enable them to grow their business, we will continue our efforts towards making their lives easier and businesses more profitable."*

As part of the event, members will have various options to enjoy significant savings through attractive offers ranging from **Flash Sale, Dhamaka Deals, Cat Level Basket Offer, Brand Bill Busters** and so on. Flipkart Wholesale will spread the festive cheer beyond TBBD by bringing an array of incredible offers and deals as part of the Diwali sale for its B2B members.

Leveraging Flipkart Group's strong technology and supply chain infrastructure, Flipkart Wholesale facilitates the growth of Kiranas and MSMEs, and the collective development of the entire ecosystem.

### 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](mailto:media@flipkart.com)**