



Flipkart's '*Crafted by Bharat*' festive event to celebrate 'Indian Handicrafts' is back with its third edition to support lakhs of artisans and weavers during The Big Billion Days

- *India's more than 25 most prominent handloom brands in India will showcase their wide range of products to 400 million Flipkart customers*
 - *The two-day Festive Sale will be LIVE from September 26-27, 2022*
- *Flipkart Samarth is impacting over 1.5 million livelihoods of sellers, artisans and weavers on the platform*

Bengaluru - September 26, 2022: Flipkart, India's homegrown e-commerce marketplace, today announced the third edition of the Flipkart Samarth Festive sale event - '*Crafted by Bharat*' to be organized over September 26-27, coinciding with Flipkart's annual flagship event - 'The Big Billion Days' (TBBD) 2022. This two-day event will showcase India's rich culture and heritage and will be focused on showcasing a variety of handloom and handicraft products by artisans, weavers and artisans from across the country during the festive season.

For the third edition of the Crafted by Bharat event, Flipkart Samarth has collaborated with several brands and artisans for products under the BBD Specials category. Safari Luggage in collaboration with artisans from Navrang Handicrafts will have Safari suitcases with artwork created by artisans from Navrang Handicrafts. Similarly, Fevicryl in collaboration with Atypical Advantage will be supporting artists with disabilities by providing them with materials to help them create their paintings that will be available on the platform. The proceeds from these sales will go directly to artisans and Atypical Advantage, respectively.

Announcing the launch of *Crafted by Bharat*, **Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group**, commented, *"We are committed to building an inclusive digital ecosystem and contributing to the growth and prosperity of India. We aim to promote the various products and skills of artisans across the country and introduce our customers to India's rich culture through the launch of the third edition of the 'Crafted by Bharat' sale as part of The Big Billion Days event. With millions of Indians now shopping online during the ongoing TBBD, small businesses and craftsmen have a great opportunity to expand their visibility on our platform, showcase their skills and 'Make in India' products through a wide range of products and achieve their business goals. We're very excited and proud of supporting our artisans, weavers and Indian handicrafts."*

Flipkart Samarth has grown its seller entities base by 300% over the last year and has also helped entities businesses grow by 300% as well. This was brought about by securing multiple strategic engagements with the State and Central ministries, departments and entities across India like the Ministry of Rural Development, Department of MSME UP, Department of Industries Jharkhand, Uttarakhand, Industry of Commerce Department, Assam, Tamil Nadu MSME Department, and Jammu & Kashmir Trade Promotion Organization.



With this growth and inclusion of entities, Flipkart Samarth is positively impacting 1.5 million livelihoods across the country today. Over the last three years, 26 MoUs with Government bodies have been signed under the Flipkart Samarth initiative, including with the Ministry of Housing and Urban Affairs to collaborate with their DAY-NULM initiative and the Ministry of Rural Development (MoRD) of the Government of India for the Deendayal Antyodaya Yojana – National Rural Livelihood Mission (DAY-NRLM) program. Flipkart's One District One Product (ODOP) project exhibits products developed by local sellers, artisans, weavers and craftsmen showcasing the indigenous and specialized products and crafts in the state. Earlier this year, UP Government's ODOP products recorded Rs 1,600 crore sales on its platform.

Flipkart Samarth was launched in 2019 and has been designed to build a sustainable and inclusive platform for under-served domestic communities, with a special focus on women-led enterprises and people with disabilities. Under this program, Flipkart has been working with several Government entities, livelihood missions and NGO partners to onboard rural entrepreneurs from across the country.

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 write to media@flipkart.com