



Flipkart Wholesale announces Diwali Shopotsav for its B2B members

- *Extending the festive cheer, **Diwali Shopotsav** will run from October 6 - 24, 2022, across all 28 stores and online channels*
- *With the brand tagline “**Shopping ka bada Dhamaka**”, the sale will provide kirana members deals and offers across a host of categories and products*

Bengaluru – October 6, 2022: Flipkart Wholesale, the digital B2B marketplace of India’s homegrown Flipkart Group, today announced the launch of Diwali Shopotsav for its B2B members between October 6-24, 2022. With the tagline ‘**Shopping ka Bada Dhamaka**’, the sale event will be live across all 28 stores and online channels of Flipkart Wholesale, which will aim to provide B2B members an opportunity to save more and increase profits.

True to its tagline, **Diwali Shopotsav** will have a unique Prize Scheme arranged in addition to offering deals and offers. Over 100 members will have the chance to win exciting prizes, including a vehicle, an iPhone, gold coins, and coupons, depending on the quiz contest and the number of transactions.

Koteshwar L N, Business Head of Flipkart Wholesale, said, “Our recently concluded ‘The Big Billion Days’ was a huge success with B2B members. To further this celebration, Diwali Shopotsav will give kirana members another opportunity to save more and increase their profits as they continue serving consumers during the festive season. With uniquely created deals and offers, we intend to help them grow their business profitably. At Flipkart Wholesale, we are committed to creating value for the Kirana ecosystem as they focus on strengthening their operations.”

As part of the sale, members can enjoy various benefits through attractive offers such as **Welcome offer, TBBD Maha Bachat offer, Double Bonanza**, and more across its online channel.

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, Mynta, 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