



Flipkart Wholesale Announces Republic Day Special for Small Retailers and Kiranas

- *The event will be live from **January 19 - 26, 2023**, where members can avail of exciting deals across in-store and online channels*
- *With the theme '**Munafe ki Parade**', this event will help kirana members enhance their profits and savings spanning a wide selection of quality products*

Bengaluru – January 19, 2023: Today, Flipkart Wholesale, the digital B2B marketplace of India's home-grown Flipkart Group, kick-started the **Republic Day Special** for its B2B members. With the theme '**Munafe ki Parade**', the company aims to increase the profits and savings of its members with never-seen-before deals on an expansive selection of products during the offer period. The event will be live from **January 19 - 26, 2023**, across Flipkart Wholesale's physical stores and online channels.

With the focus on offering higher profits and more significant savings, this national mega event has been curated with various attractive offers and deals, including '**74 Republic Deals**', '**Brand Bill Busters**', and more for walk-in and online members, especially those residing in T-2+ cities.

Commenting on the kick-off of the event, **Koteshwar L N, Business Head of Flipkart Wholesale**, said, "As we gear up for the 74th Republic Day, we are delighted to launch this special event with the theme *Munafe ki Parade* for our members who will immensely benefit in their business and enjoy increased savings. This endeavour will further our vision to provide value and empower small merchants in the country who are critical to the growth of our economy. As part of our core commitment, we will continue to bring such events that will enable our members to extend value to their end consumers and scale their businesses while accelerating profits."

Flipkart Wholesale's technology prowess and deep market understanding enable a holistic and meaningful growth ecosystem for kiranas and MSME. Given its digital-first approach, the platform offers many value additions that help smaller brands make informed business decisions. Through the platform's extensive network, SME brands gain visibility and access to a pan-India marketplace.

To know more about the Republic Day Special, 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 450 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 get in touch with media@flipkart.com