



Flipkart Wholesale launches the latest edition of its flagship omnichannel campaign 'Vyapari Diwas' for kirana members

- *The week-long sale will be live at all Flipkart Wholesale stores and the Flipkart Wholesale online platform / mobile application from **April 03-09, 2023***
- *Members will be able to avail of exciting offers across several categories, including staples, personal and home care, food and beverages, among others*
- *With the tagline '**Tutega Fayde ka Record**', for the first time, members will be offered an assured cashback of up to INR 9,999 and attractive deals such as **Buy One Get One, Vyapari Diwas Specials, Discovery Zone**, and more on every purchase*

Bengaluru – April 03, 2022: Flipkart Wholesale, the digital B2B platform of India's home-grown Flipkart Group, today announced the launch of '**Vyapari Diwas**' – the company's annual flagship event, aimed at enhancing savings and accelerating profit for its members. Set to go live on **April 03 to April 09, 2023**, the campaign will be made available at all Flipkart Wholesale stores and Flipkart Wholesale online platform / mobile application offering exciting deals across several categories including staples, personal and home care, food and beverages among others.

With the tagline '**Tutega Fayde ka Record**', the campaign has been curated with various attractive offers like **Discovery Zone, Vyapari Diwas Specials, Buy One Get One offer, Flash Deals**, and more. Additionally, for the first time, members will be given an assured cashback of up to INR 9,999 on both Flipkart Wholesale app and in-store purchase.

Koteshwar LN, Business Head of Flipkart Wholesale, said, "As part of our core commitment to building a sustainable business that would boost the growth and prosperity of kiranas and MSMEs, Flipkart Wholesale has been leveraging deep merchandising expertise and logistics infrastructure, coupled with technology. This has enabled the company to offer its members a wide product selection at significant value, thereby helping them make informed business decisions. We are excited to launch the latest edition of 'Vyapari Diwas' which will help our members yield bigger benefits and savings."

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 Vyapari Diwas, 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, Mynta, Flipkart Wholesale, Flipkart Health+, and Cleartrip.

Started in 2007, Flipkart has enabled millions of sellers, merchants, and small businesses to participate in India's digital commerce revolution. With a registered customer base of more than 450 million, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, there are over 11 lakh sellers on the platform, including Shopsy sellers. With a focus on empowering and delighting every Indian by delivering value through technology and innovation, Flipkart has created lakhs of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI, and easy returns, which are



customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians.

For more information, please write to media@flipkart.com