



Flipkart hosts the fifth edition of its flagship sale event 'Crafted by Bharat' - celebrating India's rich cultural heritage with artisans, weavers and handicraft makers on Independence Day

- *'Crafted by Bharat' sale event will showcase the rich cultural legacy of Bharat and support artisans, weavers and handicraft makers in their entrepreneurial journey under the Samarth initiative*
- *The sale event will feature over 1,00,000 handicraft products of more than 300+ art forms made across the country*

Bengaluru - August 11, 2023: Flipkart, India's homegrown e-commerce marketplace, today announced the fifth edition of its flagship sale event 'Crafted by Bharat' - a Flipkart Samarth initiative ahead of Independence Day. The event will celebrate India's rich culture of handicrafts and handlooms by featuring over one lakh (1,00,000) products from more than 300 art forms across the country. The sale will go live on the platform on August 15, 2023.

As a part of the celebration of India's rich cultural heritage, the event will showcase different art forms such as Dokra, Tant and Kalamkari, which represents the ancient crafting traditions of Rajasthan and Andhra Pradesh states. Flipkart will have a dedicated storefront on the platform for the sale event, under which products by women sellers will be specifically highlighted, to honor the distinctiveness that they bring to the table. Lakhs of artisans, weavers, people with disabilities, women from SHGs and government emporiums in the country who are associated with the Flipkart Samarth program will participate in the event, displaying handicraft and cultural products made in India. These include people from Tier-2 and Tier-3 cities such as Jaipur, Sikar, Varanasi, and Vijayawada, a few urban centers, as well as rural regions of the country. Various government and private brands, among other local businesses across the country, will be a part of the event.

Commenting on the 5th edition of Crafted by Bharat, **Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group**, said, "The Flipkart Samarth initiative and the flagship Crafted by Bharat sale event have been very promising and have made efforts to positively impact over 1.5 million livelihoods so far by bringing the under-served community into a pan-India digital market. With the fifth edition, we remain resolute in our mission to continually fuel the growth of local artisans, weavers, handicrafts, SHGs, and MSME communities. This Independence Day 'Crafted by Bharat' sale event is a specially curated showcase where customers can discover unique products with deep cultural stories and handwoven creations from different regions offering a taste of the heritage. The flagship platform offers an opportunity to our 450+ million customers to enjoy and own these pieces of India's rich culture and history."



Speaking about the upcoming sale, **Vipul Shukla, Meghdoot Herbal**, said, *“One aspect that sets Flipkart apart is their commitment to providing wide-ranging opportunities for the sellers on the platform. The ‘Crafted by Bharat’ sale editions have always helped me to create greater brand awareness among a broad customer base. The platform allows me to showcase diverse products, each reflecting the essence of our heritage and traditions. Last year, I managed to sell all the products that were on display and my revenue jumped to 3X. It not only boosts my business but also makes me proud to be a part of an initiative that is preserving the unique culture of our nation, sharing its beauty and craftsmanship with customers nationwide. I look forward to this year’s sale and expect larger participation from the customers not only from my region but across the nation.”*

Priyadarshani Panda, DK Fashion Saree said, *“Flipkart has given us timely guidance and programs to ensure that we are constantly innovating our businesses, which makes our partnership more meaningful. A dedicated storefront on the platform during the sale will help us showcase our products on the platform and garner more eyeballs. I have been a part of all the previous editions of the ‘Crafted by Bharat’ sale and look forward to connecting with the larger base of customers across Bharat.”*

The event is a part of Flipkart’s continued efforts to partner with Flipkart Samarth artisans, weavers and handicraft makers and provide market access to a nationwide customer base of more than 450 million consumers. Flipkart is helping transform the livelihoods of these communities while supporting the ‘Aatmanirbhar Bharat’ vision of the government.

Flipkart Samarth, launched in 2019, is a nationwide initiative that aims to open new growth opportunities for MSMEs, artisans, and underserved communities through e-commerce. The program’s primary objective is to provide underserved indigenous communities and enterprises with an inclusive, nationwide digital platform and help them develop the capabilities for earning a better living. Over the past year, Flipkart Samarth has expanded its seller base by 300% and helped them, in turn, to grow their business by an average of 300%. The growing participation in the Samarth program has been secured through the help of several strategic engagements with State and Central Ministries, Government Departments, and other entities across India. Today, Flipkart Samarth today positively impacts 1.5 million livelihoods 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 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