



## Over 1200 Flipkart sellers in Surat gear up for the festive season with the Seller Conclave

- *Sellers engaged in interactive sessions, gaining insights, exploring consumer preferences, purchasing trends, and strategic growth plans for festive season readiness*

**Surat – August 25, 2023:** Flipkart, India's homegrown marketplace, successfully organized a seller conclave in Surat as part of its pan-India initiative to engage with sellers through interactive sessions, insights into customer demands, buying trends and other growth-related plans by the Flipkart marketplace to enhance their readiness for the much-awaited event during the festive season - The Big Billion Days. As the 10th edition of Flipkart's annual flagship event, The Big Billion Days (TBBD), approaches, the seller conclave aims to equip sellers with essential skills, insights, and tools to thrive in their entrepreneurial journey.

Over 1200 sellers from tier 2 and tier 3 cities attended the highly interactive conclave that focused on equipping them with growth-related plans to meet the upcoming festive rush. The primary aim of the conclave is to help sellers leverage the festive fervor, fostering growth in their businesses through learning and collaboration. The event also focussed on the ways sellers can optimize their online presence by leveraging the power of e-commerce effectively, and harnessing Flipkart's advanced analytics tools to make data-driven decisions.

The conclave witnessed participation from senior leaders at Flipkart. Ahead of the festive season, this seller conclave serves as a platform playing a crucial role in aiding Flipkart's seller community with the essential skills and capabilities required to manage the increased customer demand during the festive season.

**Rakesh Krishnan, Vice President and Head - Marketplace, Flipkart, said,** *"The success of our seller community holds immense importance to us, and the seller conclaves give us the opportunity to showcase our unwavering dedication to their progress and well-being. We aim to equip them with the tools and knowledge to enhance their business growth and create brand recognition in the e-commerce ecosystem. We are pleased by the positive feedback from our seller conclave in Surat and we look forward to engaging with our sellers pan India as part of this conclave."*

Speaking about the conclave, **Sameer Rajani, owner of DeoDap International Pvt. Ltd.,** said, *"Joining hands with Flipkart as a seller has been a turning point in my entrepreneurial journey as the continuous support and advice from the platform ensures continuous innovation in my business. Conclaves like these help us understand the market better and equip us to handle challenges efficiently for a smooth customer experience. Participating in the seller conclave in Surat has been a valuable learning opportunity, and I appreciate Flipkart for this experience"*.

Following the enthusiastic success of the seller conclave in Delhi, Jaipur and Surat, Flipkart is excited to expand this series of events to other cities across India. Through these conclaves, Flipkart aims to create greater efficiencies and equip the seller ecosystem with the right



capabilities to thrive in the e-commerce landscape. Over the years, Flipkart has diligently focused its resources on fostering business opportunities for sellers, nurturing an entrepreneurial spirit, and playing a vital role in their success on the platform.

### **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.

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