



Flipkart engages Tier 2 and 3 sellers, gearing them up for the festive season, hosts a Seller Conclave in Jaipur

- *Over 500 sellers participated in the on-ground seller conclave*
- *The conclave comprised of interactive sessions, helping sellers gain insights into customer demand, buying trends and other growth-related plans to gear up for the festive season*

Jaipur – August 23, 2023: Flipkart, India's homegrown marketplace, successfully hosted an on-ground seller conclave in Jaipur as a part of its pan-India initiative, boosting opportunities for over 500 entrepreneurs and sellers to grow their business. Culminating ahead of the festive season, the event provided insights into customer demands, buying trends and other growth-related plans by the Flipkart marketplace to boost their readiness for the much-awaited 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 500 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. In addition to providing marketing tools and knowledge, Flipkart demonstrated its commitment to empowering its sellers for business enhancement and brand recognition within the e-commerce ecosystem.

The conclaves aim to enable sellers to help them achieve unparalleled excellence in their entrepreneurial endeavors and business capabilities. 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.

Rakesh Krishnan, Vice President and Head - Marketplace, Flipkart, said, *"We are delighted to host the seller conclave in Jaipur, and these seller conclaves demonstrate our commitment to empower our sellers by providing them with the tools and knowledge to enhance their business growth and create brand recognition in the e-commerce ecosystem. We are encouraged with the response we received for our seller conclave in Jaipur and we look forward to enhanced growth of our sellers in the upcoming BBD."*

Speaking about the conclave, **Ankur Kumawat,** owner of **The Trending Company,** said, *"Flipkart's timely guidance and programs such as these ensure that we are constantly innovating our businesses which makes our association with the platform more beneficial. Conclaves like these help us to acquire understanding of market complexities and to become well equipped to navigate challenges efficiently and provide seamless customer experience. Being a part of the seller conclave at Jaipur has been a great learning experience, and I am very grateful to Flipkart giving us this opportunity."*



Following the success of the seller conclave in Delhi and Jaipur, 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.

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