



Ahead of the festive season, Flipkart kicks off seller conclave in Delhi focused on creating opportunities to help entrepreneurs in their journey

- *The on-ground seller conclave witnessed participation from over 1,200 sellers*
- *The sellers engaged in interactive sessions, gaining insights into customer demands, buying trends and other growth-related plans to gear up for the festive season ahead*

Delhi – August 18, 2023: Flipkart, India's homegrown marketplace, successfully kickstarted a pan-India initiative comprising of seller conclaves, the first of which was held in Delhi. The seller conclaves aim to empower 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. The conclaves aim to enable sellers to help them achieve unparalleled excellence in their entrepreneurial endeavors and business capabilities. The first conclave in Delhi garnered an overwhelming response from over 1,200 entrepreneurs participating with great enthusiasm.

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. It focuses on helping them capitalize on the festive fervor and drive growth in their businesses by fostering an environment of learning and collaboration. The event also emphasized 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 who highlighted the opportunities that sellers should be on the lookout for during the festive season. With increased consumer spending and heightened demand, sellers can leverage the platform's services to strategically position their products, optimize their offerings and enhance their growth. This seller conclave served as a pivotal preparatory platform for Flipkart's seller community, equipping them with the requisite skills and capabilities to seamlessly handle the heightened customer demand during the festive season.

Rakesh Krishnan, Vice President and Head - Marketplace, Flipkart, said, *"At Flipkart, the success of our seller community is of utmost importance to us, and these conclaves allow us to demonstrate our commitment to their growth and prosperity. We believe that these events reinforce our commitment to supporting and empowering our sellers by providing them with the tools and knowledge they need to thrive in the e-commerce ecosystem. We are thrilled with the response we received for our seller conclave in Delhi and we look forward to the upcoming events as part of this conclave."*

Speaking about the conclave, **Ankush Aggarwal, owner of Jugmug Shoes,** said, *"I have always dreamt of taking my business to new heights, but I knew I needed the right platform and support to make it a reality. That's when I discovered Flipkart, and I can confidently say that joining their platform was the turning point in my entrepreneurial journey. Attending Flipkart's seller conclave in Delhi was a great experience for me. The event was packed with valuable*



insights and practical knowledge, all designed to empower sellers like me to succeed in the competitive e-commerce landscape. I am now better equipped to make data-driven decisions and make the most of my learnings here into growing my business further.”

Following the success of the seller conclave in Delhi, 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