



Flipkart hosted a seller conclave in Hyderabad to help entrepreneurs in their growth journey

- *Over 150 sellers participated in the on-ground seller conclave in Hyderabad, Telangana state*
- *The conclave comprised interactive sessions, helping sellers gain insights into customer demand, buying trends, and other growth-related plans to gear up for the festive season*

Hyderabad – September 1, 2023: Flipkart, India's homegrown marketplace, successfully hosted an on-ground seller conclave in Hyderabad, Telangana, as a part of its pan-India initiative, boosting opportunities for over 150 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 150 sellers from Hyderabad attended the 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.

Rakesh Krishnan, Vice President and Head - Marketplace, Flipkart, said, *"We are excited about the response we received at the seller conclave in Hyderabad. It signals our ongoing effort to boost seller growth. These events symbolize Flipkart's commitment towards empowering their sellers by equipping them with effective tools and industry knowledge to bolster their business growth."*

Speaking about the conclave, **MD Ali Hussain,** owner of **Elite Fashion**, said, *"I have always aspired to flourish my business and with the help of Flipkart, I can confidently say that joining their platform was a very important step towards nurturing my entrepreneurial journey. Attending Flipkart's seller conclave in Hyderabad was a great experience that will help me to make data-driven decisions and grow my business further. 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."*

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 well-informed business decisions.

Following the success of the seller conclaves in Delhi, Jaipur, Surat, and Hyderabad, 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