



Flipkart Wholesale announces 'Diwali Shopotsav' 2023 for its members with great deals and offers

- *Diwali Shopotsav will be LIVE from October 25 - November 12, 2023, across all 26 stores and on the Flipkart Wholesale app*
- *With the brand tagline 'Bolo Fayde Ki Boli', the sale will provide kirana members exciting deals and offers across a host of categories and products*
- *Kirana members will stand a chance to win a brand new Mahindra Thar, mobile phones, and gold & silver coins, as part of the lucky draw offer*

Bengaluru – October 26, 2023: Flipkart Wholesale, the digital B2B online platform of India's homegrown Flipkart Group, today announced the launch of **Diwali Shopotsav** for its B2B members from **October 25 - November 12, 2023**. With the tagline '**Bolo Fayde Ki Boli**', the annual sale will be live across all 26 stores as well as on the Flipkart Wholesale app.

True to its tagline, Diwali Shopotsav will celebrate the biggest deals of the season across categories. This year, there has been a special focus on the newly launched categories of home & kitchen appliances, gifting and festive decoration items. To further elevate the festive cheer, **Daily Flash Deals** have been planned wherein brands will offer members 2kg sugar and various other items at Re.1! Additionally, Kirana members will stand a chance to win exciting prizes, including a brand new Mahindra Thar, mobile phones, gold and silver coins as a part of the Lucky Draw offer.

As part of the sale, members can enjoy various benefits through attractive offers such as **Festive Special Deals, Flash Deals, Pocket Friendly Deals, Blockbuster Deals**, and more across its online channel.

Leveraging the Flipkart Group's strong technology and supply chain infrastructure, Flipkart Wholesale facilitates the growth of Kiranas and MSMEs and the collective development of the entire ecosystem.

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 500 million, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, there are over 14 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