



On the occasion of the 75th Republic Day, Flipkart's '**Crafted by Bharat**' Samarth sale is back, celebrating India's rich culture and heritage with artisans, weavers, SHGs and women entrepreneurs

- *The flagship sale event will celebrate the rich cultural heritage of India, with participation from 1750+ artisans, weavers, NGOs, SHGs, Emporiums and women entrepreneurs*
- *The event will feature 1 lakh unique handicraft products and a wide-range of products from culturally renowned brands made across the country*
- *Top art forms that will be showcased during the Samarth Sale include Tant From Bengal, Bhagarpuri From Bihar, Kalamkari from Andhra Pradesh, Dokra from Chhattisgarh, Gond from Madhya Pradesh and 300+ more art forms.*

Bengaluru – January 25, 2024: Flipkart, India's homegrown e-commerce marketplace, today announced the seventh edition of its flagship sale event, '**Crafted by Bharat**', to be held on January 26, 2024, marking India's 75th Republic Day. The special event is dedicated to celebrating India's vibrant culture and rich heritage by showcasing an extensive array of handicraft and handlooms from culturally renowned brands made across the country.

To commemorate India's diverse cultural heritage, the event will highlight various traditional art forms, such as Tant From Bengal, Bhagarpuri From Bihar, Kalamkari from Andhra Pradesh, Dokra from Chhattisgarh, Gond from Madhya Pradesh and 300+ more art forms. To enhance the shopping experience, Flipkart will feature a dedicated storefront on its platform for the 'Crafted by Bharat' sale event, with a special emphasis on products by women sellers. This approach aims to honor women entrepreneurs' uniqueness and creativity in the marketplace. Moreover, from the previous event 250+ new sellers have been added this year which would be providing a wider variety for customers.



The event will witness the active participation of numerous government and private brands alongside local businesses from various regions across the country positively impacting over 1.76+ Million livelihoods. Flipkart's commitment to fostering inclusivity is reflected in the involvement of lakhs of artisans, weavers, individuals with disabilities, and women from Self-Help Groups (SHGs), NGOs and government emporiums associated with the Flipkart Samarth program. From tier-2 and tier-3 cities and urban centers to rural regions, these diverse

communities contribute to the event's rich tapestry of culture, showcasing their unique artistic objectives and means of expression. Customers can expect exceptional value offers on a wide



range of products, providing an opportunity to support and engage with India's deep cultural heritage.

Commenting on the opportunities the event will provide, **Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group**, said, *"As we celebrate our Republic Day, we are thrilled to give our Flipkart Samarth partners a platform to promote their varied products and to present a gamut of India's rich historical culture to our 500 million plus customer base through this sale event. With the seventh edition, we remain resolute in our mission to continually fuel the growth and prosperity of local artisans, weavers, handicrafts, self-help groups, and communities of micro, small and medium enterprises (MSMEs). This Republic Day 'Crafted by Bharat' has been curated to showcase unique products with deep cultural stories and handwoven creations from different regions, offering a taste of India's heritage. We further aim to provide many such opportunities to benefit our ecosystem of artisans, weavers, women entrepreneurs and MSMEs in the future."*

Shubham Parikh, Santosha Decor (Seller on Flipkart platform) said, *"Flipkart has given us timely guidance and programs to ensure that we are constantly innovating our businesses, which makes our engagement with the Samarth program more meaningful. The platform allows us to showcase diverse products, each reflecting the essence of our heritage and traditions. It not only boosts the business but also makes me proud to be a part of an initiative that is preserving the unique culture of our nation. I have been a part of the previous editions of 'Crafted by Bharat' sale and look forward to connecting with the larger base of customers across India."*

Flipkart is helping transform the livelihoods of these communities while supporting the 'Atma Nirbhar Bharat' vision of the government. The Flipkart Samarth initiative is dedicated to creating meaningful opportunities for millions of artisans, weavers, and micro-entrepreneurs spanning 28 states and 8 Union Territories, fostering financial independence among these communities. The Samarth program, launched in 2019, focuses on uplifting underprivileged sections of society and supporting organizations dedicated to societal welfare. The beneficiaries of the Samarth program have seen their businesses flourish by up to 300%. These endeavors align seamlessly with Flipkart's commitment to integrating more Micro, Small, and Medium Enterprises (MSMEs) into the e-commerce ecosystem, by providing access to over 500 million customers on its platform, Flipkart aspires to uplift and transform the livelihoods of local seller communities nationwide.



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 user 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