



Flipkart recognises and honours top sellers at FlipStars Awards

- *Acknowledging the sellers' dedication throughout the year, Flipkart honoured them at the **FlipStars 2023 Awards** in the presence of **Shri. Bhanu Pratap Singh Verma, Hon'ble. Minister of State for Micro, Small and Medium Enterprises, Government of India***
- *In the festive season, Flipkart saw participation from over **14 lakh** businesses, including Shopsy, achieving a remarkable **30%** growth in its seller base compared to the previous year*

New Delhi – January 17, 2024: Flipkart, India's homegrown e-commerce platform, honoured the accomplishments of its sellers at the FlipStars 2023 event held at Siri Fort Auditorium, New Delhi in the presence of **Shri. Bhanu Pratap Singh Verma, Hon'ble. Minister of State for Micro, Small and Medium Enterprises, Government of India, Mr. Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group**, and celebrities/artists such as **Mrs. Lara Dutta, Mr. Amit Trivedi** hosted by **Mr. Aparshakti Khurana**. The 'FlipStars' Awards is an annual event that recognizes the achievements of sellers associated with Flipkart and celebrates their success. These awards play a pivotal role in acknowledging the efforts of the sellers in fulfilling demands of their customers and thereby fostering a positive impact on their businesses. Attended by over **750** sellers from across the country and hosted by renowned celebrities, this event was a celebration for those who achieved significant success on the platform.

In 2023, prior to The Big Billion Days event, Flipkart unveiled a range of enhanced seller-focused policies on the platform and also hosted nationwide seller conclaves, setting new industry standards for the seller community. The launch of phase 3 of 'Flipkart EDGE' enabled sellers to see accelerated growth by leveraging the potential of e-commerce. These policies, which include **Promotions, Rewards Platform, Fulfillment and Speed Initiatives, and Guidance Assistance**, aimed to empower the seller ecosystem with enhanced clarity, control, and transparency through new features, which has helped improve cost efficiency and sustainability of business operations on the Flipkart platform.

The dignitaries present at the event honored the sellers for their achievements across diverse categories such as Lifestyle, Books & General Merchandise, Home, Electronics, Furniture, and more. The key parameters for their exceptional business performance include sales volume, number of units sold across top metro and Tier 2 & Tier 3 cities, and best business performance across different zones (north, west, east and south). Additionally, the sellers were also facilitated based on the positive social impact that their businesses have created under categories such as Make in India and Samarth Winner. The event served as a testament to the tremendous growth showcased by sellers on the platform and their consistent efforts to fulfill the evolving needs of consumers and society at large.



The FlipStars 2023 event also hosted discussions with representatives from leading D2C brands which focused on industry insights, significance of developing one's own brand and tips that the sellers could take away from the experts in the industry.

Speaking about the award ceremony, **Shri Bhanu Pratap Singh Verma, Minister of State for MSME, Government of India**, said, *"The FlipStars 2023 Awards highlight the dedication and excellence of sellers associated with Flipkart, contributing significantly to the Indian e-commerce landscape. It is truly commendable to find 14 lakh sellers on Flipkart, contributing to the growth of MSMEs in India. The substantial contribution by MSMEs underscores their pivotal role in our economic fabric and in creating employment opportunities for people in the country. It is reassuring to witness Flipkart's commitment to recognize and celebrate the achievements of these entrepreneurs. The government commends such initiatives for fostering economic growth and innovation. We congratulate all the FlipStars awardees and encourage others to embrace the digital revolution, taking their businesses to new heights."*

Rahul Kumawat, owner of KC Arts, Jaipur sharing his thoughts on being recognized at the event, said, *"I am thrilled to be acknowledged as a FlipStar 2023 among such distinguished attendees. I owe my success to the unwavering support that Flipkart has extended to me throughout my journey. The trust we share has helped me scale my business from strength to strength. My earnest hope is that more sellers recognize the opportunities of bringing their businesses online and become part of the digital revolution."*

Rakesh Krishnan, Head of Marketplace, Flipkart, said, *"As a homegrown marketplace in India, we understand the distinct requirements and ambitions of our local sellers. Our mission has consistently aimed at fostering positive transformation and supporting entrepreneurs on their journey to success. I extend my heartfelt gratitude to all our sellers, who play a vital role in helping us fulfil our commitment to delivering a diverse range of products and ensuring a seamless shopping experience for our customers nationwide. We are very proud of what we achieve together as a marketplace platform and we will continue to achieve more milestones with each passing year."*

With an unwavering commitment to inclusivity, Flipkart has been a catalyst for growth and prosperity throughout its value chain. As a platform that puts people first, Flipkart has empowered its stakeholders with policies that favour businesses, contributing to the development of a strong, technology-driven MSME 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 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