



Flipkart introduces an all-new competitive and simplified rate card policy to enhance the seller experience

- *The simplified rate card policy aims to drive growth & scale while enhancing competitiveness and settlement clarity for sellers on the platform*
- *Through the Simplified Rate Card, Updated Shipping Costs and Economical FBF rates, sellers will be able to deliver superior value to the customers*

Bengaluru – May 10, 2024: Flipkart, India's homegrown ecommerce marketplace, announced an all-new simplified rate card policy aimed at revolutionizing the seller experience on the platform and enabling greater settlement clarity.

Key highlights of the new rate card, effective May 18, 2024, include a Simplified Rate Card Structure, Economical FBF rates offering a competitive edge to streamline operations at a larger scale, and an **Updated Shipping Policy**, enabling sellers to provide enhanced customer value. This transformative change through a simplified rate card will foster equitable growth opportunities, reflecting Flipkart's commitment to empowering sellers.

A comprehensive educational strategy has been implemented to ensure sellers understand the benefits and implications of the rate card revisions. Flipkart will provide recorded explanations detailing the advantages of the new rate card structure and offer step-by-step guidance on navigating these changes. Flipkart's dedicated seller support team will continue to assist sellers with enhanced business decision-making. By providing informative resources and direct support channels, Flipkart aims to help sellers understand the changes and make informed decisions while maximizing their success on the platform.

Speaking about the development, Rakesh Krishnan, Vice President and Head - Marketplace, Flipkart, said, *"As a homegrown e-commerce company, we recognize that navigating the ever-evolving landscape of e-commerce can be challenging for sellers. These changes are a direct reflection of our ongoing dialogue with our sellers. By reducing complexities and ensuring clearer settlements, we aim to make doing business on Flipkart seamless and more rewarding. This rate card redesign is part of Flipkart's broader initiative to streamline operations and offer robust support to our vast network of sellers across India. These changes will improve the ease of doing business and amplify potential market reach and consumer engagement. With enhanced benefits, we are confident that this initiative will unlock new opportunities for sellers to thrive and transform the selling experience on our platform."*

Some of the key benefits of the new rate card structure include:

- **Streamlined Rate Card Structure*:** The new rate card has been simplified from four components (fixed commission, collection, shipping) to two (fixed & commission), significantly enhancing settlement transparency. By simplifying the rate card, Flipkart boosts sellers' ease of doing business, enabling them to focus on their core competencies



- **Simplified Shipping Costs***: With an updated shipping policy, Flipkart aims to enhance transparency and fairness within the seller ecosystem. Under this, shipping below 500g within local and zonal regions will not incur additional charges. However, a surcharge will be applicable for national shipping and categories exceeding 500g weight mark
- **Equitable and Easy Growth**: The new rate card structure promotes equitable growth by offering transparent fee structures. This change empowers sellers to expand their businesses and fosters a level playing field where sellers can thrive
- **Making FBF more Economical**: Fulfillment by Flipkart (FBF) has emerged as a cornerstone for sellers looking to scale their operations. With the revised rate card, Flipkart has made FBF more economical, offering competitive rates and enhanced benefits. This initiative is set to revolutionize the industry, making it easier and more cost-effective for sellers to expand their reach.

Through this initiative Flipkart is furthering its commitment of shaping a promising future for e-commerce in India.

**New rate card excludes specific verticals. Kindly visit the SLC page for more details*

For more information, please click the link here - [Rate Card - FAQ](#)

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.

Established 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 1.4 million 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 thousands of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart has pioneered services such as Cash on Delivery, No Cost EMI, Easy Returns, and UPI. These customer-centric innovations focus on enhancing digital payment offerings for all customers while making online shopping more accessible and affordable for millions of Indians.

For more information, please write to media@flipkart.com