



Flipkart collaborates with DPIIT to empower Indian Toy Manufacturers and enhance global competitiveness

- *Flipkart in collaboration with the Department for Promotion of Industry and Internal Trade (DPIIT) organized a workshop aimed at enhancing India's position and capabilities in the global toy supply chain industry*
- *Hundreds of toy manufacturers across India participated in the workshop*
- *The collaboration with DPIIT and Flipkart promises to usher into a new era of growth and innovation for India's toy industry*

Delhi – June 12, 2024: Furthering the agenda to position India as a "Toy Export Hub", Flipkart, India's homegrown ecommerce marketplace, in collaboration with the Department for Promotion of Industry and Internal Trade (DPIIT), organized a workshop aimed at enhancing India's capabilities in the global toy supply chain. The workshop focused on upskilling and reskilling domestic manufacturers to produce innovative and high-quality toys that represent India's rich cultural heritage.

In pursuit of making India a global manufacturing hub for toys, the Government has implemented a series of strategic initiatives, including the formulation of a comprehensive National Action Plan for Toys (NAPT). The key initiatives under NAPT aim to elevate the Indian toy industry through quality enhancement, innovation, and market expansion.

Hundreds of toy manufacturers across India participated in the workshop, which included interactive and expert-led discussions with Flipkart, covering quality improvement, innovation, and adherence to industry standards. The workshop aimed to equip Indian toy manufacturers with the necessary tools, knowledge, and resources to enhance their competitiveness and help them grow their businesses online. The event was graced by **Shri. Rajesh Kumar Singh, Secretary, (DPIIT); Shri. Sanjiv, Joint Secretary, DPIIT; Mohammad Isharar Ali, Director, DPIIT; Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart and Manjari Singhal, Head of FMCG and General Merchandise, Flipkart.**

Commenting on the event's success, **Shri Rajesh Kumar Singh, Secretary, Department for Promotion of Industry and Internal Trade (DPIIT)** said, *"We are dedicated to creating a conducive environment for the Indian toy sector to thrive. By collaborating with industry leaders like Flipkart, we are taking significant steps towards making India a leading exporter of high-quality toys. We believe that with the right guidance and support, India can become a powerhouse in toy manufacturing."*

Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart said, *"Through the Flipkart marketplace, we have been able to provide local toy manufacturers a platform to reach customers across India thereby supporting their growth. We are happy to support DPIIT, Ministry of Commerce's efforts to help strengthen the Toy industry in India, and accelerate India's*



development as a global toy manufacturing and export hub. This workshop and hackathon will help all participating stakeholders identify opportunities to achieve this goal of the government.”

The collaborative workshop by DPIIT and Flipkart aimed to elevate the Indian toy industry through quality improvement, innovation, and adherence to industry standards, by harnessing the power of e-commerce. New manufacturers joining Flipkart will benefit from streamlined registration, dedicated account setup assistance, personalized account management, and seller support for pricing, fulfillment, and more. Leveraging Flipkart's expertise in data analytics and logistics, toy manufacturers can efficiently navigate e-commerce, reach a broader audience, and achieve sustainable growth. Currently, millions of Indian toy manufacturers thrive on Flipkart's platform. This collaborative initiative promises to usher in a new era of growth and innovation for India's toy industry.

About Toy Association of India

The Toy Association of India (TAI) represents over 5,000 members from the toy industry, mainly comprising Micro, Small, and Medium Enterprises. Registered since June 1995, TAI includes manufacturers, exporters, importers, traders, and testing units. It is affiliated with major industry bodies like ACTI, SGEPC, FICCI, PHDCCI, and CAIT. TAI addresses member issues with authorities and organizes fairs and exhibitions nationwide to connect industry players and promote business. It also participates in international fairs to boost the Indian toy trade. Annually, TAI hosts the Toy Biz International B2B Fairs, showcasing Indian toy products to domestic and foreign buyers.

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