



Flipkart celebrates India's 78th Independence Day with the eight edition of its flagship Samarth sale event '*Crafted by Bharat*'

The bi-annual Flipkart Samarth sale celebrates Bharat's cultural heritage with over 25,000 unique handicraft products, featuring contributions from hundreds of artisans, weavers, government bodies, NGOs, LGBTQ+ communities, rural entrepreneurs, and women entrepreneurs

Bengaluru - August 14, 2024: Flipkart, India's homegrown e-commerce marketplace, today announced the eighth edition of its flagship sale event, '**Crafted by Bharat**', a Flipkart Samarth initiative to be held on August 15, 2024, marking India's 78th Independence Day. The event is dedicated to celebrating India's vibrant culture and rich heritage by featuring over **25000** handicraft products from culturally renowned brands across the country. In celebration of India's rich cultural heritage, the sale event will showcase over 100 traditional art forms such as **wooden art, metal-casting art, and traditional furniture**, offering a unique shopping experience that highlights the creativity and craftsmanship of Indian artisans.

Over 100s of sellers and artisans associated with the Flipkart Samarth program will participate in the event, displaying home and kitchen products, including furniture, furnishings, and household items. The event will feature a dedicated storefront for women, including those from government, NGO, LGBTQ+, and rural backgrounds, emphasizing Flipkart's commitment to inclusivity and diversity. These include MSMEs from Tier-2 and Tier-3 cities such as *Agra, Jaipur, Lucknow, Saharanpur, Surat, and Varanasi*. Flipkart will provide the necessary resources to thrive on Flipkart's platform and to ensure the successful participation of these sellers, thereby boosting their visibility and discoverability on the platform.

Commenting on the 8th edition of Crafted by Bharat, **Rajneesh Kumar – Chief Corporate Affairs Officer, Flipkart Group**, said *"To celebrate India's 78th Independence Day, we at Flipkart are thrilled to launch the eighth edition of '**Crafted by Bharat**,' a testament to our commitment to promoting local handicrafts and supporting MSMEs through the Samarth program. This Samarth Sale event not only enhances the visibility and reach of our sellers but also empowers them to thrive in the digital marketplace. By focusing on uplifting seller communities across India, especially MSMEs, we create meaningful opportunities for artisans, showcasing their unique crafts and ensuring they receive the recognition they deserve. Our initiatives have positively impacted over 1.8 million livelihoods of sellers, driving economic growth, and fostering a thriving e-commerce ecosystem throughout India."*



Speaking about the upcoming sale, Mr. Rishabh Bharadwaj, Vishal Handicrafts said, *“Flipkart’s support through the Samarth program has been instrumental in growing our business. The enhanced visibility and dedicated storefront during the Crafted by Bharat sale will allow us to showcase our unique products to a wider audience. Having participated in previous editions, I have seen firsthand how impactful the event can be. I am excited to connect with even more customers across the country and continue sharing our traditional crafts with a broader market.”*

Mr. Shahrukh, Crown Insta, said, *“The support that my business has received through Flipkart’s Samarth program has been invaluable in helping us refine and expand our business. The dedicated storefront during the Crafted by Bharat sale will provide us with a fantastic opportunity to present our traditional products to a wider audience. This event has always been a significant boost for our brand, and I am thrilled to continue sharing our unique offerings with customers across the country. Participating in this sale has been a key factor in our growth, and I am eager to connect with even more customers this year.”*

Flipkart Samarth, launched in 2019, is a nationwide initiative that aims to open new growth opportunities for MSMEs, artisans, and underserved communities through e-commerce. The program’s primary objective is to provide underserved indigenous communities and enterprises with an inclusive, nationwide digital platform and help them develop the capabilities for earning a better living. The growing participation in the Samarth program has been secured through the help of strategic engagements with State and Central Ministries, Government Departments, and other entities across India.

Link to the sale live on Flipkart Samarth’s store is [here](#).

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