



## Flipkart's B2B App 'Flipkart Reset for Business' to Empower Sellers of Refurbished Products

- *Flipkart Reset for Business offers quality and warranty benefits and a wide selection of refurbished phones and accessories*
- *The B2B platform will serve retailers across India, offering a wide range of products*
- *B2B sellers can purchase refurbished products in varied quantities with no minimum order quantity restrictions*

**Bengaluru – September 24, 2024:** Flipkart, India's homegrown ecommerce marketplace's group company, today announced 'Flipkart Reset for Business', a dedicated mobile app designed to empower small and big sellers of refurbished products across the country to reach last-mile customers. The platform offers a user-friendly interface for a hassle-free experience with a vast selection of quality-assured refurbished smartphones and accessories. It aims to empower a wider network of sellers with an organized refurbished products market, promote the use of refurbished products, and contribute to building a more sustainable circular economy.

The demand for refurbished products is surging, especially in India's tier 2 and 3 cities. However, sellers of refurbished products face significant challenges, including consumer skepticism about quality of refurbished products, inconsistent device supply, complex logistics, and a lack of standardized refurbishment practices. Flipkart Reset for Business addresses these pain points by offering a robust and reliable platform to meet the growing demand for refurbished products while supporting sellers' success. The B2B app stands out for providing unparalleled flexibility with no minimum order quantities (MOQs), allowing sellers to purchase products in small or large quantities depending on their needs. Additionally, Flipkart Reset for Business provides:

- **Comprehensive Warranty and Quality Assurance:** Rigorous testing and a 74-point quality check back every product with a warranty, instilling confidence in sellers and their customers
- **Streamlined Onboarding:** A hassle-free onboarding process ensures sellers can quickly start their business on the platform
- **Competitive Pricing and Exclusive Offers:** Sellers can benefit from attractive deals and event-based offers available on the platform



- **Pan-India service network:** Seamless delivery and doorstep pick up service in case there is an issue with the device across India, ensuring a smooth buying experience for sellers at the convenience of their retail outlets
- **Dedicated Support:** A specialized team provides expert guidance on product selection, promotions, and post-purchase assistance.

**Ashutosh Singh Chandel, Senior Director & Business Head, Recommerce at Flipkart,** said, *“The recommerce industry is growing rapidly, fulfilling the aspirations of millions of customers to own devices at affordable prices. As per a report by Redseer, the refurbished electronics goods market in India could grow to \$11 billion in gross value by March 2026. This presents a massive opportunity for sellers of refurbished products. With the B2B app from Flipkart Reset, Flipkart aims to level the playing field for sellers by offering a platform to tap into this demand. By providing access to high-quality and affordable refurbished products seamlessly, we’re empowering sellers with an organized market while promoting sustainable consumption. With a strong reputation for reliability and customer satisfaction, Flipkart is enabling a thriving circular economy ecosystem where sellers flourish, customers benefit, and the environment is protected.”*

Currently, the platform services 800+ cities across 29 states. Flipkart aims to expand the Flipkart Reset for Business program significantly. Currently, the platform sells smartphones and accessories.

#### **Step-by-Step Process for onboarding Sellers of refurbished products**

- Sellers register on the platform using GST or Shop Establishment certificate
- Upon document verification, sellers receive a unique ID for app access
- Dedicated support is provided for order management and after-sales service
- Sellers can purchase products via the app using COD or prepaid methods
- Products are shipped to the seller's registered address
- Warranty claims can be initiated for faulty products, leading to replacement or repair

#### **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.

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