



Over 4,500 Sellers empowered with insights and strategies at Flipkart's Seller Conclaves across 9 cities ahead of the 11th Edition of The Big Billion Days

- *Flipkart has introduced several new programs for 1.4 Million Sellers, including Rate Card Simplification and Industry-First Policy changes for a more inclusive Seller Ecosystem*
- *These Seller Conclaves are part of broader initiatives to empower sellers with interactive sessions, customer insights, and growth strategies for festive season readiness*
- *Flipkart kick-starts the festive period with 'Big Sale of Small Things' sale event going LIVE on **September 15***
- *The **Big Billion Days** is set to create numerous job opportunities within the ecosystem, generating over 1 lakh new jobs*

Bengaluru - September 13, 2024: Flipkart, India's homegrown e-commerce marketplace, has successfully concluded the seller conclaves across nine major cities in India, part of Flipkart's pan-India initiative, boosting opportunities for over 1.4 million entrepreneurs and sellers to grow their business. The on-ground Seller Conclave witnessed participation from over 4,500 sellers from **Hyderabad, Jaipur, Surat, Delhi, Agra, Mumbai, Bangalore, Ludhiana and Tirupur**, highlighting their belief in consistent support and efforts Flipkart is making towards empowering them.

These sessions were designed to provide in-depth insights into customer demand, purchase patterns, and growth-oriented plans. It was meant to equip the sellers with the right tools to effectively meet the festive demand ahead of the **11th edition of The Big Billion Days**.

Flipkart kick-starts the festive period with the '**Big Sale of Small Things**' sale event going LIVE on September 15, 2024. As the festive season kicks off, the marketplace sellers will showcase essential and value items on the platform as they build up to the Big Billion Days. The products will be from across categories, including fashion, beauty, home decor, small electronics and more.

The **Big Billion Days** is set to create numerous job opportunities within the ecosystem, generating over 1 lakh new jobs and many more through the opportunities and employment created by the sellers on our marketplace platform.

Sakait Chaudhary, Business Head - Marketplace, Flipkart, said, "At Flipkart, we are committed to empowering our seller community of over 1.4 million. With over 4,500 sellers participating in the on-ground Seller Conclaves held across Bharat, we are equipping them with valuable insights and strategies to thrive in the 11th edition of The Big Billion Days. We've also introduced several new programs, including rate card simplification and industry-first policy changes, to foster a more inclusive and growth-oriented seller ecosystem."



The seller conclave featured participation from senior leaders at Flipkart, including **Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group; Sakait Chaudhary, Senior Vice President, Business Head - Marketplace, Flipkart; Hemant Badri, Senior Vice President and Head of Supply Chain, Customer Experience, and ReCommerce; Jeyandran Venugopal, Chief Product and Technology Officer at Flipkart, Sandeep Karwa, Vice President and Pratik Shetty, Head of Marketing and Media, Flipkart** who shared valuable insights and highlighted the tremendous opportunities that lie ahead for sellers during the festive season. Flipkart also supports sellers through advanced analytics, cataloging, and more to maximize their success during The Big Billion Days.

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