



Celebrate Big with Flipkart Wholesale's 'Diwali Shopotsav' 2024: Special Deals, Offers and Benefits for its Members

- *Diwali Shopotsav will be LIVE from October 09 - November 01, 2024, across all 26 stores and on the Flipkart Wholesale app*
- *With the brand tagline 'Deals Aapke Liye Kushyian Sabke Liye', the sale will provide kirana members exciting deals and offers across a host of categories and products*
- *Flipkart Wholesale members will stand a chance to win exciting rewards, as part of the Bumper Prize Lucky draw offers and great offers on select brands.*

Bengaluru – October 15, 2024: Flipkart Wholesale, the digital B2B marketplace of India's homegrown Flipkart Group, announced the launch of its ongoing Diwali Shopotsav for its B2B members between October 9th - November 1st, 2024. With the tagline '*Deals Aapke Liye Kushyian Sabke Liye*', the sale event will be live across all 26 stores and online channels of Flipkart Wholesale.

Kirana partners can avail of great deals across all product categories. The company aims to provide B2B members with an opportunity to save more and increase profits.

Dinkar Ayilavarapu, Vice President and Group Head of Strategy & Transformation, Head of Flipkart Wholesale, said, "*Diwali Shopotsav presents Kirana members, SMEs (small and medium enterprises), and other business owners with a renewed opportunity to maximize savings and boost their profits while catering to consumers during the festive season. Through tailored deals and offers, we aim to support their business growth in a sustainable and profitable way. At Flipkart Wholesale, we remain steadfast in our commitment to creating lasting value for the Kirana ecosystem, empowering them to strengthen their operations and drive success.*"

In line with its tagline, **Diwali Shopotsav** promises to offer the biggest deals of the season across various categories. This year, Flipkart Wholesale is shining a spotlight on national and regional brands, spanning multiple categories, to make the Diwali season extra special. These new launches are designed to meet customers' needs nationwide while catering to unique regional preferences, delivering a personalized shopping experience for everyone.

Diwali Shopotsav will feature **Bumper Prizes** where the customers will have the chance to win exciting prizes, depending on the purchase. As part of the sale, members can enjoy various benefits through attractive offers such as **Hero Offers, Flat Price Store, BOGO offers,** and more across its online channel.



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