



## Flipkart honours leading sellers at FlipStars 2024 Awards Ceremony

**Jaipur – December 13, 2024:** Flipkart, India's homegrown e-commerce platform, celebrated the accomplishments of its 1.4 million sellers at the prestigious FlipStars 2024 Awards Ceremony, held at The Leela Palace, Jaipur. This prestigious event was hosted by **Sunil Grover** and featured a captivating performance by celebrity singer **Shalmali Kholgade**. Honouring Flipkart sellers' resilience, innovation, and entrepreneurial spirit, **Mr Sakait Choudhary, SVP & Head of Marketplace, BGM, Home & Grocery Businesses, Flipkart**, attended the event among other leaders.

The FlipStars Awards is Flipkart's annual celebration that recognizes the outstanding achievements of Flipkart's sellers and their contributions to customer satisfaction and business growth. The 2024 event spotlighted exceptional achievements across categories like BGM, Electronics, Home, Fashion, Lifestyle, Furniture, and Appliances. Sellers were evaluated on key metrics across metro and Tier 2 & Tier 3 cities.

Ahead of The Big Billion Days sale event, Flipkart organized PAN-India seller conclaves across India including cities such as **Surat, Mumbai, Delhi, Ludhiana, Tirupur, Jaipur, Agra, Bengaluru and Hyderabad** to empower over **1.4 million** entrepreneurs and sellers to scale their businesses. These conclaves across markets offered valuable insights into customer demand, purchasing trends, and growth strategies, equipping them with the tools and expertise to thrive during the festive season. Many sellers achieved an impressive 40-50% year-on-year growth during the festive season.

The FlipStars 2024 event featured a fireside chat on **"Building India's E-commerce Identity: Empowering Entrepreneurs and Driving a Global Conversation"** offering sellers key insights on innovation and collaboration. The session included panellists Yatish Bhargava, Senior Director, Flipkart, Bharat Kalia, Co-Founder & CEO, Lifelong Online and Shyam Unnikrishnan (Partner, Bain & Company. Additionally, Flipkart leaders Kapil Thirani, Head of Shopsy and Divyesh Shah, VP of Product & Tech for MaRT, shared insights on Flipkart's 2025 strategic vision, guiding sellers on key focus areas.

**Hemant Kumar, SR House, Faridabad, expressed gratitude for the recognition at the event, saying, "I am truly overjoyed to be recognized as a FlipStar 2024 in the presence of such esteemed guests. It's gratifying to serve millions of satisfied customers nationwide and see my goal of reaching every household become a reality. I am thankful for Flipkart's support in making this dream a reality. The unwavering support and trust that Flipkart has extended to me throughout my journey have been pivotal in scaling my business to new heights. I am truly honoured by this recognition and hope it inspires more sellers to embrace online business opportunities."**

Speaking on the occasion, **Mr. Mr. Sakait Choudhary, SVP & Head of Marketplace, BGM, Home & Grocery Businesses, Flipkart**, *"The FlipStars Awards is a celebration of excellence, resilience, and the transformative power of entrepreneurship. Our sellers are the driving force*



*behind Flipkart's goal to make e-commerce accessible across India, and this event underscores their remarkable contributions to customer satisfaction and business innovation. At Flipkart, we are steadfast in our commitment to empowering sellers with cutting-edge tools, progressive policies, and unparalleled support to make online business seamless and rewarding. Congratulations to all the winners and participants who embody the spirit of innovation and collaboration. Together, we are shaping the future of e-commerce and contributing to the growth of a robust digital economy that serves millions across India."*

## **About the Flipkart Group**

The Flipkart Group is one of India's leading digital commerce entities. Its companies include Flipkart, Myntra, Flipkart Wholesale, Cleartrip, and Super.money.

Established in 2007, Flipkart has enabled millions of sellers, merchants, and small businesses to participate in India's digital commerce revolution. With a more than 500 million registered user base, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, over 1.4 million sellers are 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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