



On the occasion of the 76th Republic Day, Flipkart's 'Crafted by Bharat' Samarth sale is back, celebrating India's rich culture and heritage with artisans, weavers, SHGs and women entrepreneurs

- *The flagship sale event will honor India's diverse cultural heritage, featuring participation from 2000+ artisans, weavers, NGOs, SHGs, emporiums, and women entrepreneurs*
- *The event will showcase more than **1.2 lac** unique handicraft products, alongside a variety of items from culturally rooted brands across the nation*
- *Prominent art forms to be highlighted during the Samarth Sale include paintings, as well as traditional wooden crafts and traditional art forms including Warli, Patachitra, Madhubani, Pichwai, and others*

Bengaluru – January 24, 2025: Flipkart, India's homegrown e-commerce marketplace, announced the ninth edition of its flagship sale event 'Crafted by Bharat,' a Flipkart Samarth initiative, set to take place on January 26, 2025, commemorating India's 76th Republic Day. The event is a tribute to the nation's rich heritage and cultural diversity, presenting a curated selection of over 1.2 lacs handicraft products from celebrated brands nationwide. Shoppers can explore more than 300+ traditional art forms, including Warli, Patachitra, Madhubani, Pichwai, and others offering a distinct opportunity to appreciate the skill and artistry of Indian craftsmen.

India's rich cultural tapestry will take center stage at the event, focusing on traditional art forms like Bagh print, Block print, and many others. Flipkart is set to elevate the shopping experience by introducing a special storefront for the 'Crafted by Bharat' sale, highlighting a curated range of products from women sellers. This effort seeks to celebrate and empower women entrepreneurs by showcasing their remarkable creativity. The initiative will feature over 2,000 artisans, weavers, NGOs, self-help groups (SHGs), emporiums, and women entrepreneurs, reinforcing Flipkart's commitment to supporting India's grassroots communities. Additionally, the inclusion of more than 200 new sellers this year ensures customers have access to an even more diverse selection of unique products.

The event will feature the collaboration of regional businesses, private and government brands, impacting over 1.8 million livelihoods. Through the Flipkart Samarth program, Flipkart reinforces its commitment to inclusivity by engaging artisans, weavers, women from Self-Help Groups (SHGs), individuals with disabilities, NGOs, and government emporiums. These communities, spanning rural regions, tier-2 and tier-3 cities, and urban centers, bring their unique artistry and cultural significance to the forefront. Customers can explore a wide range of products with exceptional value offers, fostering a deeper connection with India's artistic heritage while supporting these talented contributors.



Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, said, *“We at Flipkart are proud to present the 9th edition of ‘Crafted by Bharat,’ a celebration of India’s unparalleled and rich cultural heritage. This initiative is a testament to our commitment to empowering under-served communities, including artisans, weavers, self-help groups, and MSMEs, by leveraging Flipkart’s state of the art technology and innovation to create meaningful economic opportunities. Through this Republic Day edition sale, we bring the spotlight to India’s rich handicrafts and heritage products, connecting over 500 million customers on our marketplace platform to unique handwoven creations and culturally significant items crafted by Flipkart Samarth partners. By providing these artisans and entrepreneurs with a national platform digitally, we aim to preserve traditional craftsmanship, promote inclusive growth, and contribute to India’s economic progress. As we continue on this journey, our vision remains focused on fostering a digitally inclusive ecosystem that uplifts local communities, empowers women entrepreneurs, and ensures Indian heritage thrives in the modern marketplace.”*

Junaid, owner of Xtension Crafts said, *“Flipkart has truly transformed how we reach customers. The ‘Crafted by Bharat’ sale is an invaluable opportunity for sellers like me to connect with a larger audience and showcase our handcrafted products. This platform has allowed me to share the beauty and uniqueness of my craft with millions, expanding my customer base far beyond my local region. Last year, I saw a significant increase in sales, and the event’s visibility played a key role in that success. I am excited for this year’s edition and hope it will bring even more opportunities to grow my business.”*

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.

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.

Started 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 14 lakh 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 lakhs of jobs in the ecosystem while empowering generations of



entrepreneurs and MSMEs. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns, which are customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians.

For more information, please write to media@flipkart.com