



Flipkart Wholesale's 'Vyapari Diwas' returns with exciting offerings for Kirana members

- *The **nine-day sale** will be available at all **Flipkart Wholesale** stores, **online platform/mobile application** from **April 5 to 13, 2025***
- *Members can enjoy exciting offers across various categories, including **staples, personal care, home care, food, and beverages***
- *The campaign, featuring the tagline '**Wahi Vaada, Fayada Sabse Zyada,**' introduces benefits for members like **80% off on purchases, along with attractive deals such as 'Vyapari Diwas Specials, Buy One Get One Free, Flat Price Stores,' and more***

Bengaluru – April 03, 2025: Flipkart Wholesale, the digital B2B marketplace of India's homegrown Flipkart Group, has unveiled the launch of '**Vyapari Diwas**' – the annual flagship sale event designed to bolster savings and boost profitability for its Kirana partners. This sale underscores Flipkart Wholesale's commitment to empowering its members while celebrating and valuing its strong association with them. The same will be LIVE from **April 5 to April 13, 2025**. This sale will be accessible at all Flipkart Wholesale stores and its online platform/mobile application, offering enticing deals across various categories, including staples, personal care, home care, food, and beverages, among others.

Under the tagline '**Wahi Vaada, Fayada Sabse Zyada,**' the campaign has been meticulously curated to provide unprecedented benefits for members who will receive upto 80% off on purchases, along with attractive deals such as 'Vyapari Diwas Specials, Buy One Get One Free, Flat Price Stores' and more.

Dinkar Ayilavarapu, Vice President and Group Head of Strategy & Transformation, Head of Flipkart Wholesale, said, *"True to Flipkart Wholesale's philosophy of empowering Kiranas and MSMEs, Vyapari Diwas is a testament to our commitment towards their growth and success. This flagship event brings unparalleled deals, exclusive offers, and exceptional value, ensuring our partners reap maximum benefits. By leveraging our robust technology and supply chain capabilities, we are not only enhancing access to digitization but also expanding credit facilities—helping small retailers strengthen their businesses, improve livelihoods, and contribute to a thriving local supplier ecosystem across the country."*

With its robust technological capabilities and in-depth market insight, Flipkart Wholesale fosters a comprehensive and impactful growth environment for Kiranas and MSMEs. By harnessing the robust technology and supply chain infrastructure of the Flipkart Group, Flipkart Wholesale actively supports the expansion of Kiranas and MSMEs, contributing to the overall development of the ecosystem. Embracing a digital-first strategy, the platform provides numerous value-added services that empower smaller brands to make informed business choices.

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies 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 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