



Flipkart empowers Surat's business community with insights and tools for digital growth through dedicated seller summit

Over 2300 sellers from across Gujarat joined Flipkart's flagship seller summit, deepening regional engagement through advanced insights, tools, and logistics support to empower sellers

Surat, August 2, 2025 - Flipkart, India's homegrown e-commerce marketplace, hosted a seller summit in Surat, bringing together **2300+** sellers, furthering its commitment to building a thriving and inclusive seller ecosystem. The seller summit was aimed at equipping sellers with insights, tools, and strategies to drive sustained business success on the platform. Recognising Surat's role as a key industrial and entrepreneurial hub in Western India, the summit focused on tailored sessions around key areas such as shifting consumer behavior, changing market dynamics, and growth strategies tailored for small businesses.

The engagement was designed to enable sellers to effectively enhance discoverability, operational efficiency, and timely fulfillment. As part of the summit, sellers received hands-on training on how to use Flipkart's advanced platform tools to improve product visibility and business outcomes. These included access to new data-driven modules for real-time performance insights, keyword optimization, and inventory planning. The event also provided guidance on using Flipkart's logistics and warehousing network to ensure faster and more reliable deliveries. The summit further enabled deeper engagement between Flipkart's teams and seller partners, reinforcing a collaborative and future-ready ecosystem tailored for festive success.

Kapil Thirani, Head of Business – Marketplace, Flipkart, said, *"We, at Flipkart, firmly believe that empowering our sellers with the right tools, insights, and support is key to unlocking India's next wave of digital commerce growth. As we gear up for The Big Billion Days 2025, initiatives like the seller summits across markets are not just preparatory, they are strategic investments in our seller community. By equipping them with data-backed solutions, operational agility, and ecosystem guidance, we are ensuring that businesses of all sizes can seize the festive opportunity and grow sustainably."*

Additionally, Flipkart's recent initiatives such as the **New Seller Success Program**, which provides 60 days of dedicated onboarding support, continues to empower first-time entrepreneurs. It has led to a **2.3X** increase in successful new sellers, particularly from Tier 2 and Tier 3 cities. Through these efforts Flipkart continues to nurture entrepreneurship, enabling sustainable growth, and building an inclusive e-commerce ecosystem across India.



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