Flipkart launches Zero Commission Model for products below Rs. 1,000; strengthens seller success with unmatched supply chain reliability and technology

- *Flipkart has introduced a zero commission model, which applies to all products priced below Rs. 1000/-, empowering sellers to grow through affordable e-commerce*
- ***Shopsy** extends its 0% commission on all products across price points, enhancing its hypervalue proposition for sellers and customers*
- *New rate card paired with Flipkart's AI-driven logistics network enhances seller profitability, reliability, and national reach*
- *The model, combined with reduced return fees, will decrease the cost of doing business by up to 30% for sellers on products below Rs. 1000/-. For our millions of customers, this move will translate into more affordable choices, especially in essential and value-led categories where prices below Rs. 1,000 dominate demand*
- *Advancing Flipkart`s vision for an inclusive marketplace, Flipkart is extending proactive support through dedicated communication channels, webinars, and Seller Support services*

Bengaluru – November 14, 2025: Flipkart, India's homegrown e-commerce marketplace, has announced an important enhancement to its seller rate card with the introduction of the Zero Commission Model for products below Rs. 1000/-. In line with its continued commitment to making online selling more inclusive and growth-led, this model simplifies cost structures, promotes competitive pricing, and further strengthens Flipkart's value proposition for small and medium businesses across the country.

This strategic development in the rate card powerfully impacts Shopsy, Flipkart's hypervalue platform. The zero commission model is now extended to all products on Shopsy, irrespective of price, further solidifying its position as a key enabler for sellers targeting the hypervalue segment and enhancing affordability for customers. The Zero Commission Model is designed to enable more regional and emerging MSME brands to confidently join the digital economy, empowering them to deliver greater value and choice to millions of customers across India

Under this updated structure, all eligible sellers listing products below Rs. 1000/- will not be charged a commission fee. This initiative is aimed at supporting MSMEs, helping them improve customer affordability while managing the cost of doing business more efficiently. The Zero Commission Model builds on Flipkart's longstanding efforts to enable seller success through transparent practices, technology-driven tools, and ecosystem-wide support. By simplifying the cost structure, Flipkart is making it easier than ever for sellers to manage, grow, and expand their presence on the platform.

This Zero Commission Model is a powerful enhancement to Flipkart's holistic value proposition, combining the benefit with the unmatched strength of our ecosystem. Flipkart's supply chain strength offers sellers unparalleled **predictability** and **reliability**. Our **technology**-driven network is at the core, leveraging machine learning for predictive demand forecasting and advanced AI to automate operations and optimize delivery routes. This integration of technology, from automated sorting to intelligent address systems, ensures the seamless delivery of millions of shipments. This advanced infrastructure, combined with secured payments and access to over 500 million customers, reinforces our role as the partner of choice for MSMEs and emerging brands.

Sakait Chaudhary, Senior Vice President and Head of Marketplace at Flipkart, said, *"The MSME sector contributes approximately 30% to India's GDP, accounting for a significant portion of the country's economic activity. At Flipkart, we are deeply committed to empowering India's vast network of MSMEs and new-age entrepreneurs through initiatives that simplify and strengthen online selling. The introduction of the Zero Commission Model, covering all products priced below Rs. 1,000/- on Flipkart and all products on Shopsy, marks an important step toward removing entry barriers and enabling more regional, niche, and emerging brands to participate confidently in the digital economy. For our millions of customers, this Zero commission model will translate into more affordable choices, especially in essential and value-led categories where prices below Rs. 1,000 dominate demand. It reflects our vision of building an inclusive, accessible, and growth-oriented e-commerce ecosystem that supports the ambitions of every seller."*

This initiative represents a long-term investment in India's seller ecosystem. By combining zero commission with price points below Rs. 1,000/- on Flipkart and across all products on Shopsy, along with a significant reduction in return fees, the company is reinforcing its commitment to building sustainable economics for sellers. This move is designed to improve overall profitability for sellers while enhancing value and choice for customers across Bharat. With these new developments, sellers listing products below Rs. 1000/- on Flipkart and all sellers on Shopsy stand to benefit from up to a 30% reduction in their overall cost of doing business. The initiative, introduced with proactive guidance through the Seller Dashboard and service touchpoints, ensures a smooth transition. These changes reinforce Flipkart`s commitment to a level playing field, transparent operations, and sustainable growth, empowering MSMEs and driving India's inclusive digital retail transformation.

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