



Flipkart launches 'Samarth' to empower Indian artisans, weavers and craftsmen

- *'Flipkart Samarth' will uplift artisans and Indian handicraft communities with national market access*
- *Country's artisans, weavers and craftsmen to be supported by Flipkart with range of benefits to help them establish and grow their business & enhance their income*
- *Initiative designed to help uplift and empower underserved sections of society, while democratising e-commerce*
- *Hon'ble MoS Finance & Corporate Affairs Sh. Anurag Singh Thakur appreciated & launched the Flipkart 'Samarth' initiative by gracing the occasion as Chief Guest*
- *Hon'ble Members of Parliament Sh. Sanjay Kaka Patil and Annasaheb Joelle also graced the occasion with their auspicious presence*

New Delhi, 31 July 2019: Flipkart, India's leading e-commerce marketplace, today launched 'Flipkart Samarth' – a breakthrough initiative aimed at bringing India's artisans, weavers, and handicrafts producers onto e-commerce. This move will open up national market access for these underserved communities, giving them access to a constantly growing pan-India customer base of more than 150 million and empowering them to leverage the benefits of the e-commerce model.

Sh. Anurag Singh Thakur, Minister of State, Finance & Corporate Affairs, appreciated and launched the 'Flipkart Samarth' initiative as Chief Guest. Sh. Sanjay Kaka Patil and Sh. Annasaheb Joelle, Hon'ble Members of Parliament, also graced the occasion with their auspicious presence.

Going several steps beyond just providing market access, Flipkart Samarth has been designed to support the e-commerce journey for artisans from on-boarding until they reach familiarity with the process of selling online. The host of initiatives and benefits under Flipkart Samarth include dedicated support for onboarding, cataloguing, account management, business insights, dedicated seller support, reduced commission where eligible, and warehousing support.

Flipkart Samarth will work closely with reputed NGOs and government bodies and livelihood missions to reach a large number of rural entrepreneurs, with a special focus on women-led enterprises, differently-abled entrepreneurs, artisans, and weavers, who often face obstacles such as lack of access to working capital, poor infrastructure, and inadequate training. Flipkart has systematically assessed the pain points and aspirations of these groups and designed Flipkart Samarth to address their problems and make it easier for them to list and sell online.

Kalyan Krishnamurthy, CEO, Flipkart Group, said, "As a homegrown company, we are constantly innovating to find new ways to use e-commerce to uplift and empower all sections of society, especially MSMEs. These small businesses are the backbone of Indian economy, going back centuries. Through 'Flipkart Samarth,' we are helping traditionally underserved communities access a pan-India market and engage with over 150 million customers. The initiative will help us partner with the government and add impetus to various social empowerment schemes. 'Flipkart



Samarth' will leverage the increasing internet penetration in rural India to boost entrepreneurship and we are excited about the shared value we're adding to the ecosystem with this initiative."

Sh. Anurag Singh Thakur, Minister of State for Finance and Corporate Affairs, said, "Our Government has taken a host of measures in the recent budget and during the past few years to nurture the startup ecosystem, support the MSME sector and encourage e-commerce platforms. I am happy to see a slew of private players including Flipkart have come forward and bridge the gap between local artisans, technology and the marketplace. I firmly believe that India has much more to offer to the world than what the world has offered to India. 'One District, One Product' of UP and similar other initiatives of other states are an extension of the 'Make in India' initiative. Bringing our local sellers, helping them build their brand and guiding them through the supply chain process will go a long way in building a robust e-Commerce ecosystem and the 'Made in India' brand."

About Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Jabong, and PhonePe.

Launched in 2007, Flipkart has enabled millions of consumers, sellers, merchants and small businesses to be a part of India's e-commerce revolution. With a registered customer base of over 150 million, offering over 80 million products across 80+ categories, Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians. Together with Myntra and Jabong, which hold prominent positions in the online fashion market, and PhonePe, India's fastest growing digital payments platform, the Flipkart Group is steering the transformation of commerce in India through technology.

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