Flipkart

Building a million dreams

Stories of resilience from Flipkart Sellers



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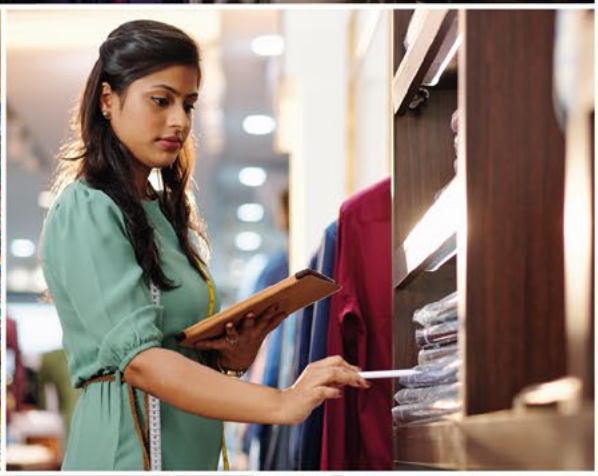
How this woman leveraged the Flipkart platform as a launchpad for her footwear business

















Preface

FLIPKART OVERVIEW

Flipkart takes immense pride in being a homegrown, technology-driven company, working towards the adoption and growth of e-commerce in India. Today, Flipkart has 350Mn+ registered users, 3,50,000 sellers selling over 150 million products across 80+ categories, and capabilities to deliver products across all 19,000+ pincodes in India. The company is focused on creating value for sellers, customers and partners so that they benefit from e-commerce which has the potential to impact the entire economy positively.

The company aims to democratize e-commerce in India, drive access and affordability, delight customers, create jobs and empower generations of entrepreneurs and MSMEs in the country. Flipkart is continuously building capabilities to assist MSMEs, small sellers, including artisans, weavers, and handicraft makers to embrace the potential of e-commerce and expand their addressable market. This, in turn, will accelerate their growth and make them active participants in India's journey to a USD$5 trillion economy.

Flipkart is also proud to have launched 'Flipkart Samarth', an initiative that it believes will open up national market access for underserved, domestic communities and businesses, giving them access to a constantly growing pan-India customer base, while empowering them to leverage the benefits of the e-commerce model.

Flipkart Samarth works closely with reputed NGOs and Government bodies and livelihood missions to reach a larger 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. Currently, the program positively impacts 7,50,000 livelihoods.

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.



Vivek Sharma
Saharanpur, Uttar Pradesh

Brand on Flipkart: **Decorhand**
Category: **Home decor, kitchen, garden and furniture**

This small-town decor brand provides livelihood support to 250+ rural handicraft artisans

First-generation entrepreneur Vivek Sharma belongs to a family of priests in Uttar Pradesh's Saharanpur. Today, his online business on Flipkart provides livelihood support to 250+ local artisans. However, this journey was not an easy one.

Growing up, Vivek was expected to continue the family legacy. But pursuing priesthood for three years made him realise that his interests lie in business. ***"Sharing a passion for Saharanpur's famed wooden handicrafts and having a strong local knowledge and network in the sector, I knew a handicraft business was a natural choice for me. But, no one in my immediate family had any experience nor did I know someone who could help me."***

Vivek then pursued professional courses to equip himself with the knowledge required to run a business and launched his wooden handicrafts business in 1998. Over the next few years, the business saw steady growth driven primarily by exports. ***"But, the demand was seasonal in nature. The instability in income meant many of the younger artisans weren't keen to pursue the craft."*** To address these challenges, Vivek decided to foray into e-commerce and launched Decorhand on Flipkart.

The online business on Flipkart opened a huge opportunity for growth and an inflow of regular demand. ***"This, in turn, translated into a regular income for the artisans and infused a sense of ownership and motivated them to do better,"*** shares Vivek. The





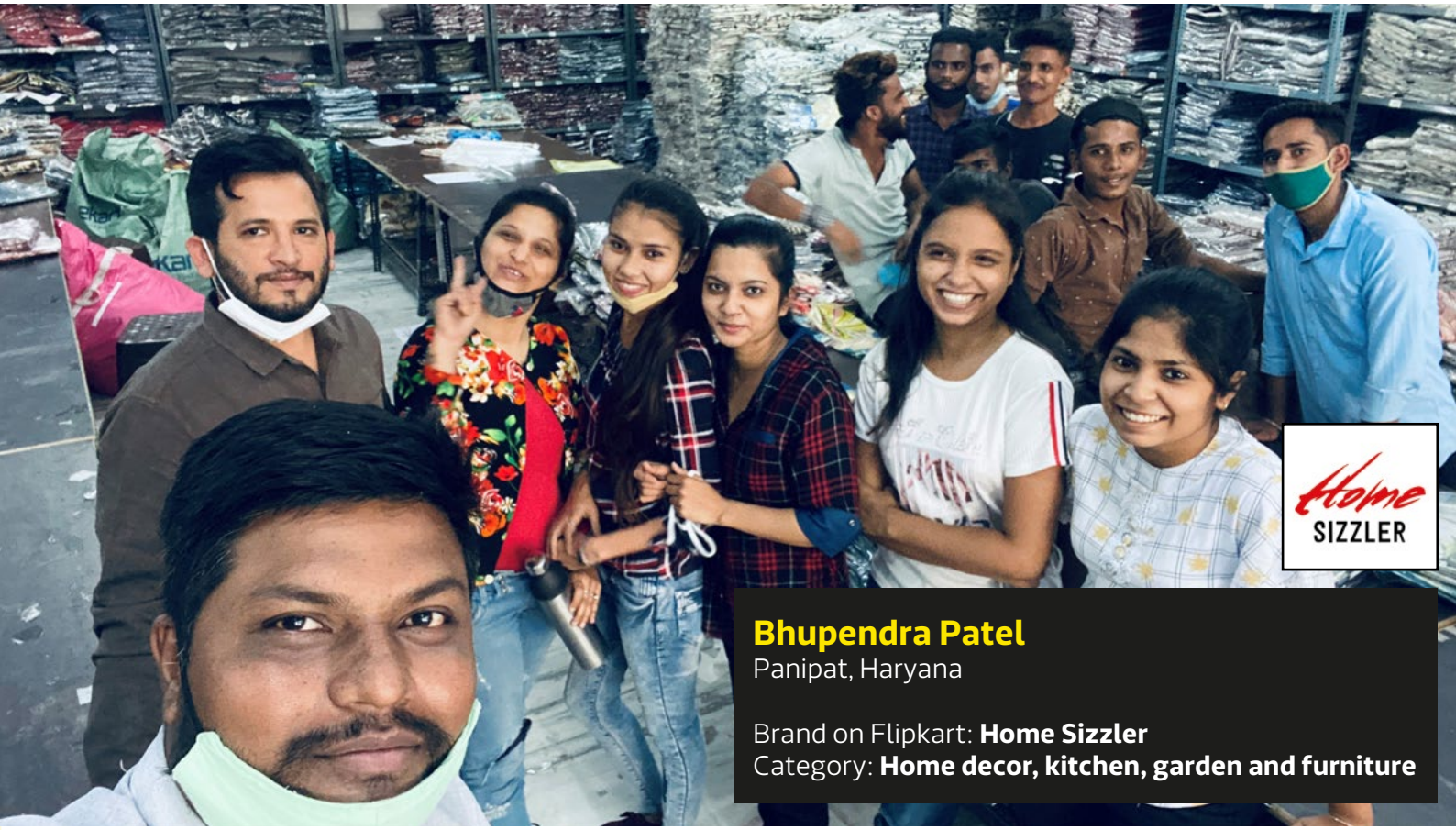
business doubled its revenue in the first year of onboarding on Flipkart. Further encouragement came in the form of Flipkart Samarth which helped Decorhand with a dedicated storefront on the platform and promotional support. While the business continued to see an upward curve, its participation in Flipkart's Big Billion Days Sale became a landmark event for the brand.

"During the week-long sale period, the surge in orders equated to orders that we would otherwise receive in three months. The massive promotion during The Big Billion Days Sale' results in a 10x increase in customer traffic on our dedicated storefront," shares Vivek. Decorhand shipped about 7,000 orders in its first Big Billion Days Sale in 2019 and 15,000 orders in 2020. ***"The event has set a benchmark for growth. The huge number of orders is a big boost to the morale of the artisan community,"*** says Vivek. In 2020, Vivek was recognised through the FlipSter award - Going Beyond Limitations (Samarth-Social Reward) for driving the highest sales among rural entrepreneurs during the company's annual festive season sale.

Having started its online journey with just one product in the home decor category, Decorhand is a top seller in the segment today. With an expanded portfolio catering to kitchen, garden



and furniture categories, Vivek dreams of growing bigger. ***"There is a lot of scope to expand our business across the many product categories. The journey is now more exciting than ever before,"*** he says.



Bhupendra Patel
Panipat, Haryana

Brand on Flipkart: **Home Sizzler**
Category: **Home decor, kitchen, garden and furniture**

How this first-generation entrepreneur started a Rs 20 crore home furnishings brand online

For Bhupendra Patel, life was not very different from other young Indians. He had only seen the stability of a 9-5 job as his father was a government employee. But with the boom in e-commerce, he saw an opportunity to explore his entrepreneurial ambitions. ***"I was a stranger to the highs and lows of entrepreneurship. But, the buzz about the opportunity in online selling was hard to ignore. I had a basic understanding of how e-commerce functions as I studied retail management during my MBA. I also reached out to a few of my friends who had ventured into online selling,"*** says Bhupendra.

Pooling Rs 5 lakh from his personal savings and with a little help from friends and family, in 2016, Bhupendra started Home Sizzler, an online home furnishings brand on Flipkart. It prints custom designs on fabric and gets them stitched into bed linen and curtains at its manufacturing unit.

Having started with a limited set of product variants, Home Sizzler has over 300 designs today. Its products are made from 150 GSM fabric, with most having a 4+ rating.

For him, a platform like Flipkart provides huge reach, which is crucial for the growth of any business. ***"The whole business model becomes easy to run and sustain. The entire onboarding process is so simple that you can do it yourself. And in the event of a challenge, the Flipkart support team pitches in to assist. The best one is instant access to millions of customers."***



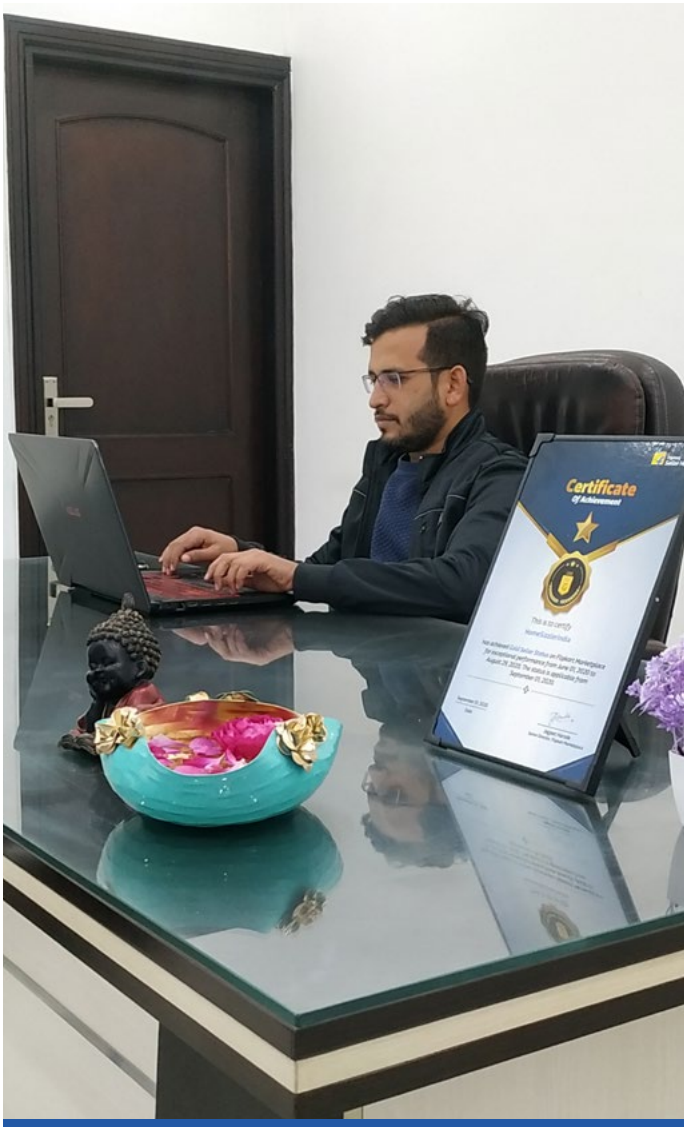


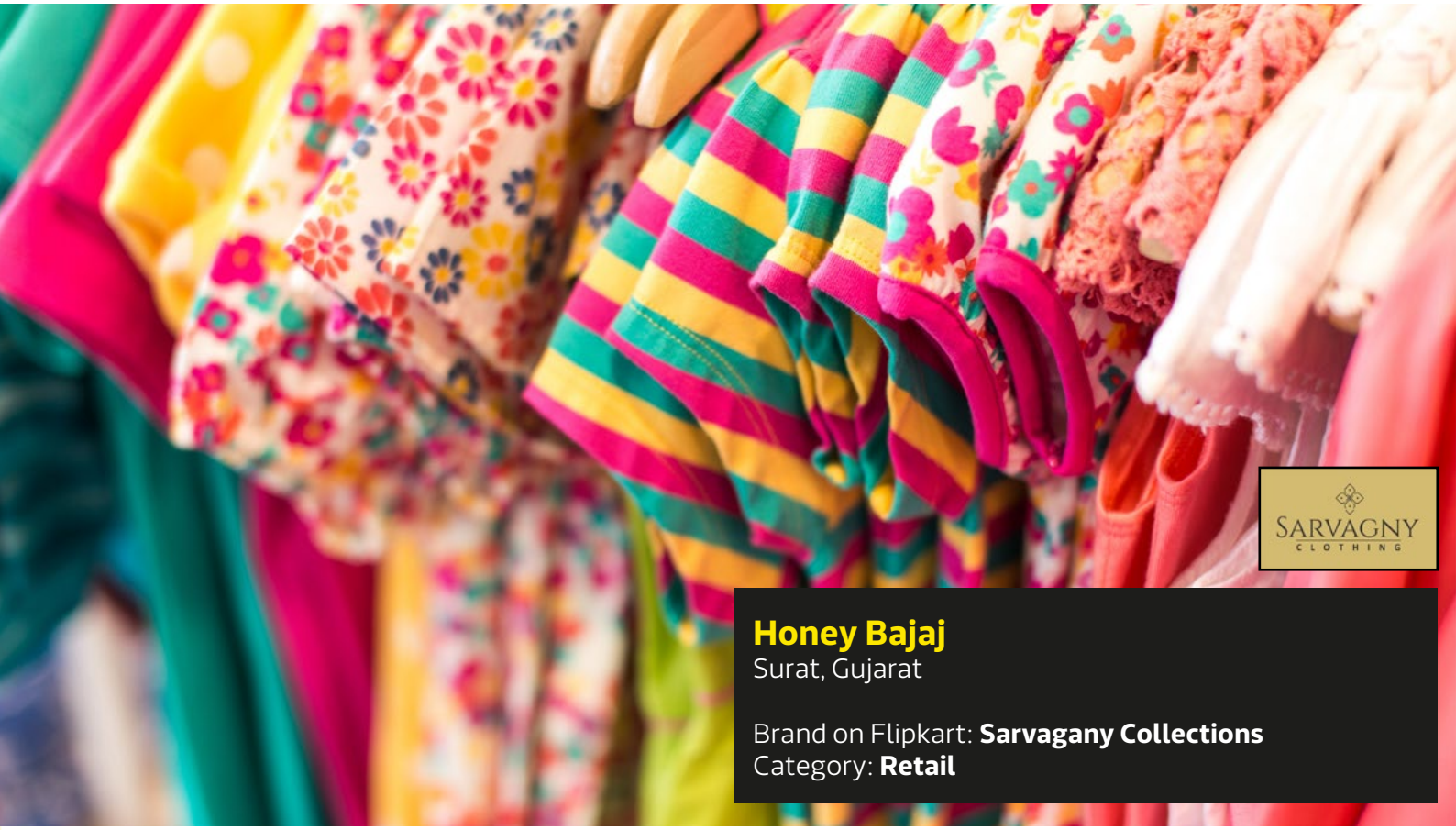
Today Home Sizzler has become one of the top sellers on Flipkart with an annual turnover touching Rs 20 crore. Almost 50 percent of the brand's business comes from Tier II and III cities and 40 percent from the East and North East, especially from states like Meghalaya and Assam.

On average, its monthly sales on Flipkart touch Rs 40 lakh, which peak to Rs 2 crore in October during Big Billion Days sale.

Bhupendra says Flipkart has been a key enabler in their growth. ***"We have received immense support from Flipkart since day 1. We were assigned an Account Manager who provided key insights on the market, price gaps, quality, designs, advertising, etc. Because of the in-depth penetration across India that Flipkart has built over the years, we were able to scale our business which wouldn't have been possible if we started an offline business."***

Today, Bhupendra is looked upon as a local hero in Panipat for running a successful business. He is now working on expanding Home Sizzler's portfolio and also further increasing its growth rate. As a first-time entrepreneur, his business growing 100 percent YoY is an achievement he takes pride in.





Honey Bajaj
Surat, Gujarat

Brand on Flipkart: **Sarvagany Collections**
Category: **Retail**

How this mompreneur is driving growth of more than 200 percent YoY for her family-run business

An MBA holder from Rajasthan University, Honey Bajaj married into a home that owned a family-run business of manufacturing and retailing sarees. Very soon she realised that the traditional offline business was missing out on the potential of the online market.

Honey suggested the family take the business online through an e-commerce platform like Flipkart. But, since these were uncharted waters for her family, they asked Honey if she could help them navigate the challenge. That marked Honey's transition from being a homemaker to an entrepreneur.

She studied the opportunities of online selling and realised that their customers and potential customers often bought from Flipkart. So, in 2013, Honey decided to launch her online business on Flipkart under the brand name 'Sarvagany Collections'.

When they started, they assumed most of the business would come from Tier II and III cities. But with Flipkart's deep penetration across India, they started getting orders from across the country. Slowly they began to see greater demand from the North East, and today the highest number of orders come from this region.

Recollecting Sarvagany Collections' online journey, Honey shares how the process was simple and easy even for a first-timer. But when they initially started selling, they did not receive more than three orders a day. That's where Flipkart's Product Listing Ad program helped them understand the nuances of online





selling and what it takes to make the business profitable.

The impact of the programme showed an increase in sales. Sarvagany Collections witnessed 200 percent YoY growth since 2015-16 for three years straight, peaking in 2018-19 with 10x growth. ***"This year, we are looking at closing with a 500 percent growth,"*** says Honey. Playing a key role in the evolution of this small business is Flipkart, which led them to become a pure-play online-only business.

Sarvagany Collections is now a 20-member organisation spread across Surat, Kolkata, Haryana, Ludhiana and Hyderabad. While her husband takes care of the business side, Honey is focusing on the design of the products.

They are now looking to expand their product portfolio and foray into seasonal clothing. ***"We think seasonal clothing like woollen clothing, summer-friendly t-shirts and raincoats have a big market. We recently listed woollen clothing on Flipkart and made good sales, which has strengthened our business roadmap."***

Having set a strong foundation, streamlined operations, and strategised growth plan, Honey has now turned her attention to her child. ***"A lot of mothers, especially working mothers, will agree that this is anything but a luxury - to be in the moment, to be uninterrupted, and enjoy the process of growing together."***





Prachi Patwardhan
Pune, Maharashtra

Brand on Flipkart: **GirlZFashion**
Category: **Jewellery**

How this first-time entrepreneur achieved a 25% YoY growth for her online jewellery business

After toiling for 10 years in the IT industry, Prachi Patwardhan felt that she was unable to maintain her work-life balance. She then contemplated starting a business, and with encouragement from her husband, who was then a business head in Flipkart, she ventured into entrepreneurship in the artificial jewellery segment.

After a lot of market research, she realised that sellers often focused on the affordability of artificial jewellery and compromised on quality. Prachi decided to focus on providing quality products with slightly higher prices — a decision that worked in her favour in the long run.

She began by selling her products on e-commerce marketplaces that didn't warrant registration but soon realised that to make her business profitable, she had to get onboarded on platforms with unmatched reach. In 2014, under the brand name GirlZFashion, she registered on Flipkart. The brand sells everything from earrings, bangles and necklaces to anklets and nose pins.

While the registration process was a breeze, listing her catalogue was challenging, especially when it came to photographing the products. However, with continued guidance from the Flipkart team, soon enough, it was a piece of cake.

According to Prachi, the biggest advantage of selling on Flipkart is that you become a national seller almost instantly. ***"I also found a great partner at every step of my journey,***





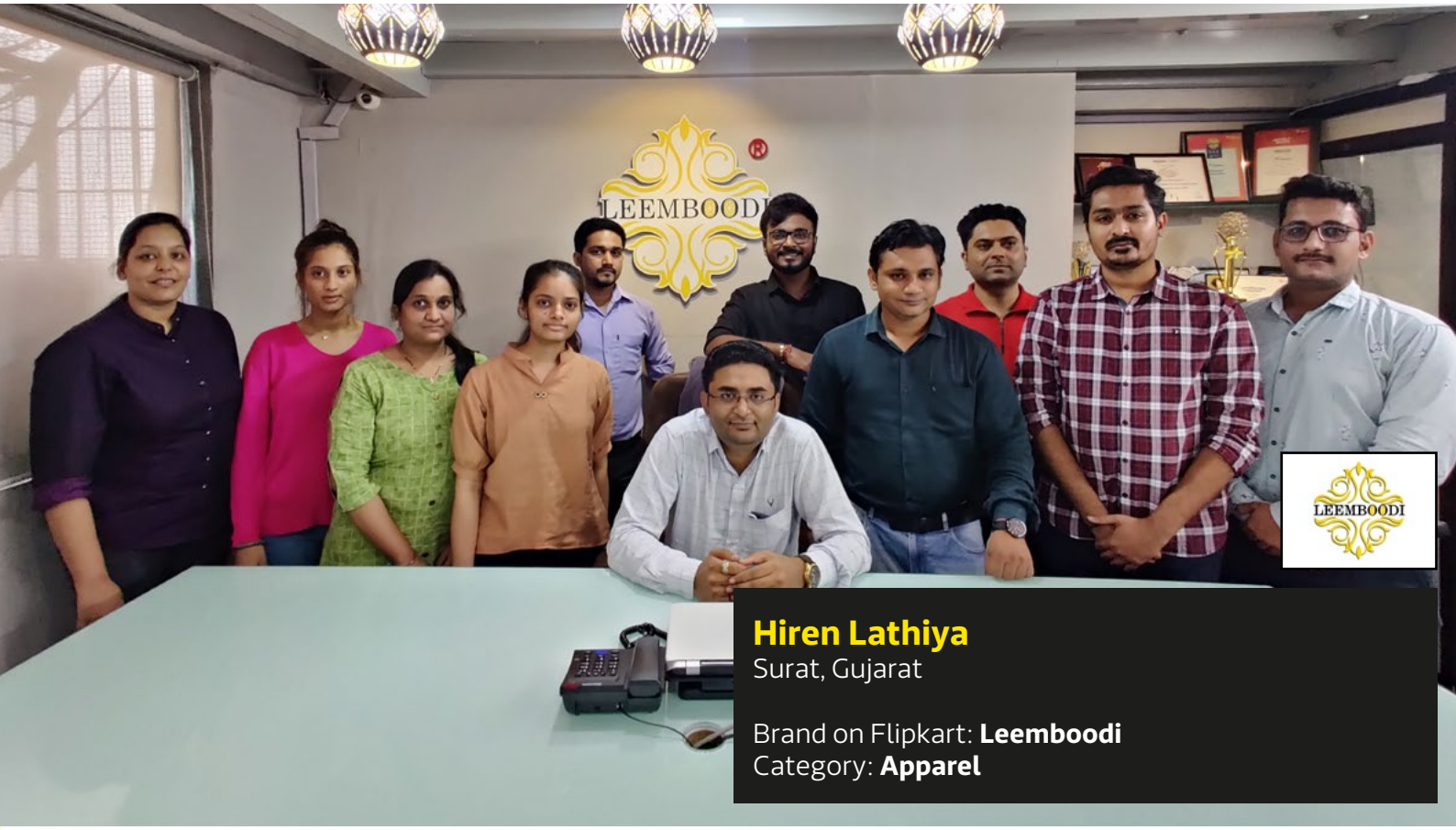
from onboarding to listing to addressing technical glitches," she says. Today, 85 percent of her business comes from online retail, of which 75 percent comes through Flipkart alone.

Prachi believes that sellers must pay attention to packaging, as it's not just about ensuring safe shipment but also creating an exciting experience. ***"I wanted customers to be excited even before they opened their shipment. So, I introduced boxes for different kinds of jewellery and used the Flipkart cello tape to add authenticity. Today, my customers appreciate how well-thought-through the packaging is,"*** she says.

GirlZFashion witnessed a peak during The Big Billion Days sale in 2017, 2018 and 2019 and has been growing through customer reviews. ***"Customer reviews on Flipkart have been a key growth driver. They helped me uncover the likes, dislikes, sentiments of customers and also demand for new product segments. It helped me expand my offering, source better designs, and ensure that quality is never compromised."***

GirlZFashion is still a very small business with an annual revenue of Rs 10 lakh, but it has been seeing consistent YoY growth of 25 percent. The brand recently ventured into selling women's accessories like scarves and looks to add more quality product offerings in the coming quarters.





Hiren Lathiya
Surat, Gujarat

Brand on Flipkart: **Leemboodi**
Category: **Apparel**

How this apparel label grew to become one of the fastest-growing brands on Flipkart

Hiren Lathiya's ethnic-wear fashion apparel brand, Leemboodi, earned Rs 1 crore in revenue during Flipkart's Big Billion Days sale in 2020 — a 2.5x increase from the previous year.

It was in 2014 when Hiren took the leap into entrepreneurship after being one of the youngest employees to lead a team at a B2B marketplace. The entrepreneur says that his past work experience showed him the potential of e-commerce and helped him understand the nuances of the textile sector in-depth. And, being based in Surat, which is also known as India's textile hub, Hiren realised he could leverage the inherent strength of the local market to build a textile brand. While the potential of e-commerce and the opportunity it presents for textiles catapulted Hiren to start Leemboodi, he also realised that the future was online; hence the launch of Leemboodi as an online brand.

"In India, e-commerce and Flipkart are synonymous with each other, given their market coverage and brand acceptance. So, I knew I had to launch the business on Flipkart on Day 1," says Hiren.

Launching on Flipkart, Leemboodi began to witness gradual steady growth. *"In just three months, we began catering to 100 orders a day. It was huge for a brand that was almost non-existent 100 days ago, he says."* The country-wide customer reach was instrumental in enabling the young brand to reach out to a wide audience. *"The other key element was the market and business analysis which we*



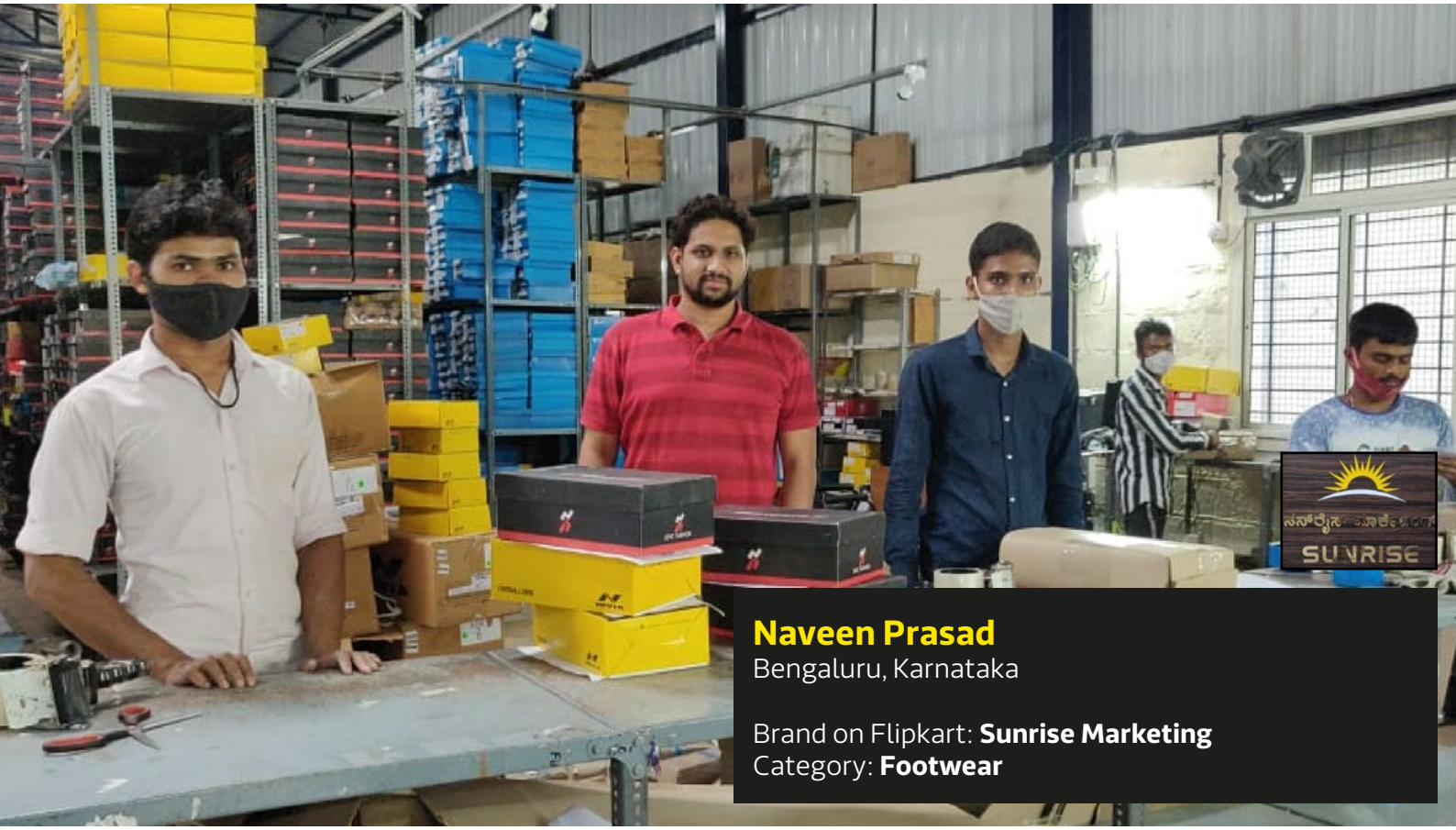


received from the Flipkart team. It became the lifeline of our business strategy. We have, in fact, leveraged this resource to the maximum."

All of this helped Leemboodi grow. Hiren shares, ***"I started with a single table and now I have a 30,000 sq ft warehouse in Surat along with Flipkart's warehouses in all four regions stocked with our products."*** While Leemboodi began with retailing sarees and fabrics and focused on it for the first three years, the venture expanded its product portfolio to include kurtas and dupattas. In 2020, the brand also launched a western clothing line called Selvia, which made it to the top 20 brands in the western clothing category on Flipkart.

"The first five years have all been about understanding e-commerce dynamics, building a brand, streaming operations, and building our capacity to grow. We are now looking to expand our business across categories. We want to grow 10x in the next five years," says the entrepreneur.





Naveen Prasad
Bengaluru, Karnataka

Brand on Flipkart: **Sunrise Marketing**
Category: **Footwear**

This business went from being cash-strapped to earning Rs 1.2 Cr during Flipkart's Big Billion Days sale

For Sunrise Marketing, a Bengaluru-based footwear distributor, the Flipkart Big Billion Days sale 2020 was a game-changer. After coming onboard Flipkart's platform in July 2020, it was the brand's first experience of participating in the Big Billion Days sale. The brand's revenue touched up to Rs 20 lakh per day during the sale period, a 5x jump from the usual Rs 3-5 lakh the seller earned from the platform. While the business didn't anticipate demand in the formal footwear range owing to remote working becoming the new norm, its entire stock of formal shoes got sold out.

In addition to the deluge of orders, Sunrise Marketing founder Naveen Prasad says the other interesting element is the expanse of their reach. *"We had customers from the remotest locations such as Leh, Ladakh, Himachal Pradesh and Arunachal Pradesh. I felt proud to have established a business whose products are being bought by customers in the farthest parts of the country. This is the biggest advantage with Flipkart, it gives our business the potential to reach customers across the country,"* he says.

Reflecting on his Big Billion Days sale experience as a first-time online seller, he says, *"One of the things I have come to realise is that even when a seasoned business person thinks there is a certain category of products that are challenging to liquidate, e-commerce can make it happen. Even though our business continues to remain affected by the operational and market challenges brought about by COVID-19, we*





had a fantastic run. It excites me to think about how much business the Big Billion Days sale can drive once everything returns to normalcy."

Naveen is fairly a new entrant to online selling. Like many other business owners, it was the pandemic that pushed him to get into this space. Prior to the pandemic, Sunrise Marketing supplied footwear to the Central Police and the Indian Naval canteens. ***"We were deeply affected during the initial nationwide lockdown period. Due to expensive rentals and low footfalls, the business suffered. It was one of the most challenging periods to date,"*** he shares. Naveen says he had been contemplating selling online for over a year. He recalls, ***"Taking the online route was on the cards. I had spent a year analysing online selling and its impact on my business. But the pandemic and the lockdown came as the final straw which saw me taking that final step into online selling."***

Naveen decided to launch his business on Flipkart. He says among all the online portals, onboarding with Flipkart was the easiest, ***"The process is simple and clear. It does not take much effort or time. The Flipkart support team also makes the onboarding process smooth and efficient."***

Today, Naveen is vocal about the potential of online selling and the opportunity that e-commerce platforms bring to the table for businesses. He says, ***"Today, the biggest advantage that***



e-commerce has brought for me as a first-time online seller is reach. Earlier, I could not expand my business beyond Bengaluru due to operational challenges. Today I have a pan-India reach."



Shibaji Sarkar
Kolkata, West Bengal

Brand on Flipkart: **Kaarigari Dzine**
Category: **Apparel**

How this entrepreneur built a successful kidswear brand without any experience in online selling

For Kolkata-based fashion designer Shibaji Sarkar, the transition from designer to e-tailer came at a time when he was trying to find his true calling in working for himself. After graduating at the top of his class from the National Institute of Fashion Designing (NIFD), Shibaji worked as a textile designer for six years. ***"By that time I knew everything about sourcing clothes, stitching, designing, etc. The only thing I needed was to find the best way to reach customers in India from the comfort of my home. I found the answer in Flipkart,"*** he says. Shibaji began researching and finally zeroed in on the idea of selling kidswear on Flipkart with his brand Kaarigari Dzine.

A novice in retailing and e-commerce, Shibaji heavily relied on the Flipkart seller support team for help. ***"The team provided me with all the information I needed and helped me kickstart the venture,"*** he shares. Later, when Shibaji had to increase his production as the brand gained popularity, he required additional capital. That's when Flipkart came to his aid yet again with the Flipkart Growth Capital scheme. ***"Under this scheme, I was able to avail a loan of Rs 2.5 lakh. It was a hassle-free experience and the loan repayment was deducted from my monthly payments,"*** says Shibaji.

In the first month of starting on Flipkart, Shibaji had a monthly turnover of around Rs 25 thousand. This doubled by the second month. In 2020, almost three years later, his monthly turnover touched a whopping Rs 40 lakh, with shipping 1,000+ orders a day.





Shibaji now plans to expand his brand to cater to womenswear. "***Given my experience and knowledge of fabrics and designs, I want to offer unique, self-created designs and am working slowly towards them. I also want to expand my reach and offer products to people from more parts of India, especially in the North East,"*** he mentions.





Atul Bengeri
Location: Pune, Maharashtra

Brand on Flipkart: **Acumen Today**
Category: **Books**

How working with Flipkart opened up the B2C market and boosted B2B business for this Pune-based learning company

Today, the nation calls for a need to be self-reliant: that is the need to be 'atmanirbhar'. It was with a similar vision that Atul Bengeri, a serial entrepreneur who launched Acumen Today, over two years ago. The company designs educational resources that focus on independent thinking and learning and are in sync with the Indian educational boards.

Designed for students of classes 1 to 10, these books were conceptualised while keeping in mind students' different learning styles and needs, says Atul. ***"The books encourage students to get a grasp of the fundamentals, think, and learn by themselves at their own pace,"*** he explains.

An internal survey conducted by Acumen Today showed that parents and educators feel that excessive exposure to online content can hamper children's learning process, in the wake of the pandemic. To reduce screen time for kids, they are turning to Acumen Today.

"Another factor that has contributed to our growth is that not everyone can afford digital solutions. We are seeing parents from Tier III and IV cities turning to books so that their children can continue to learn. Also, our products are extremely affordable. A pack of three books is priced at Rs 299, inclusive of shipping."

Acumen Today operates on a hybrid business model - a B2B offline business and a B2C online business model. While it reaches out to schools, teachers, and organisations working in the area of education, it also sells





to consumers directly on Flipkart. The primary decision to opt for a B2C model was driven by the intent to widen its target market.

Acumen Today also ramped up its reach by opting for the online advertising campaigns on Flipkart and driving customers' interest. ***"From just two-three orders a day, we began receiving 10 orders a day in a span of three months. When the demand grew further, we knew the business had found its place in the customers' minds,"*** shares Atul.

Since the launch of the business in October 2018 on Flipkart, the learning company has grown from retailing seven products to over 30.

Atul says that as more and more people saw Acumen Today's books on Flipkart, they started having more confidence in its products.

While the company reached an annual turnover of Rs 55 lakh in the first year of operations, it touched a revenue of Rs 1 crore in FY2020. "Today, 22 percent of our revenue comes from our online business. But we are anticipating the B2C business to grow in the coming months," he says.

Like most businesses, the onset of the COVID-19 pandemic and the following nation-wide lockdown drastically impacted Acumen Today's operations. ***"The business was non-functional for four months. When the company resumed operations in July, sales picked up,"*** he informs.

An additional area of support for the business came from Flipkart. Atul explains, ***"We got to attend several webinars and customer awareness programmes led by Flipkart, which helped us stay confident about the future."***

The team is now channelising all efforts to increase brand awareness, especially for its online arm, and has also introduced books for pre-primary and nursery classes.

Atul says while the pandemic definitely impacted the business, it has accelerated Acumen Today's expansion in the digital space. ***"In addition to the conceptual books, we have now developed three apps. It's time to look at the bright side."***



Sanjib Prasad
New Delhi

Brand name on Flipkart: **Kartbin Online Services Pvt Ltd**
Category: **Personal care and healthcare**

How the sale of essentials is enabling online sellers on Flipkart to survive the lockdown

"I used to receive 1,500 to 1,700 orders a day which has now reduced to 300 to 350 orders, as we can only sell essentials," says Sanjib Prasad, Co-founder, Kartbin Online Services Pvt Ltd, while talking about the business impact of the restrictions imposed due to the nationwide lockdown. Despite the dip in revenues, Sanjib says selling hand sanitisers is helping him sustain the business.

"We have been able to manage 30 to 40 percent of our regular sales by selling sanitisers on Flipkart. The move is helping me pay my 20-member team," he says.

An engineer by education, Sanjib started his entrepreneurial journey after being intrigued by the popularity of e-commerce back in 2013. He recalls, ***"I spent some time understanding the dynamics of an e-commerce business and launched an online platform. But, I couldn't sustain the business due to logistics issues. That, however, gave me deeper insights into the working of the industry."***

And soon enough, Sanjib and his two partners, Vinita Prasad and Ajay Kumar, started Kartbin in 2014.

From earning Rs 1.3 crore in its first year of business, the company has grown consistently over the years. ***"By 2018, we were earning an annual revenue of Rs 10 crore. The next year saw us almost doubling the business. In 2019, we touched Rs 19 crore in revenue."***

The business sold a variety of products on Flipkart across categories before the lockdown





including condoms, lubricants, shampoos, facewash, moisturisers, conditioners, hair gel, fragrances, gift sets and hair straighteners.

"While sanitisers have been part of my product catalogue ever since I started selling on Flipkart, they were just a small part of the sales. I never thought there would be a day when sanitisers would be the most sold product amongst my listed items," Sanjib says.

He says that while he did face some hurdles in transportation initially, the issues were addressed soon as Flipkart provided him with all necessary documents to get the goods moving.

"In addition, Flipkart's own logistics arm - Ekart - has made logistics hassle-free for sellers like us. All we have to do is keep the shipment ready on time. Once the shipment is handed over, we are assured that the orders will be fulfilled as per the promised schedule," Sanjib shares.

The entrepreneur says running his business on Flipkart has been economically viable as compared to other e-commerce platforms even during the pandemic and the restrictions have been relaxed over time. ***"If I work for six hours a day, I can meet the numbers to sustain the business,"*** he says.

Sanjib pointed out that given how offline businesses are struggling to cope with the current economic crisis, online selling was a better option. *"A seller can start selling with limited quantities, gain traction and increase the volumes. Also, you do not require marketing executives or additional personnel, thanks to the availability of the product catalogue. With online selling, businesses have the liberty to experiment, pivot and grow which is challenging otherwise,"* he states.



Gaurav Nagpal
Location: New Delhi

Brand on Flipkart: **GN Enterprises**
Category: **Toys, electronic products**

How this banking professional left a cushy job to become a Flipkart seller and cracked the code to success

The rapid penetration of smartphones and mobile internet have been game-changers for India for multiple reasons. But, one definitive impact has been the rise of India's e-commerce sector.

The boom of e-commerce marketplaces led to a fundamental shift in how India shops. That's not all. The sector has boosted employment, increased revenues from export, and provided access to better products and services. Not surprisingly, it has led to a remarkable rise in the amount of micro-entrepreneurs. One such story is that of Gaurav Nagpal, a former banking professional, who left the stability of a banking job to pursue his dream of becoming an entrepreneur.

"I always wanted to be an entrepreneur," says the Delhi University graduate. But, he ended up getting an MBA degree and landed a job in the banking sector. ***"It took me four years to find the courage and follow my dream. I opened a small shop in New Delhi in 2015,"*** Gaurav says. The business functioned without any major hiccups in the first year but suffered huge losses in the following year, and was compelled to call it quits. ***"But, I refused to give up on my dream so easily,"*** he shares. Taking a cue from his friends and online ads, Gaurav decided to become a seller on Flipkart in 2017 with his venture GN Enterprises.

As someone who had a basic understanding of running an online business and digital technologies, Gaurav says he did not have much problem in launching his business. Taking help from his friend who manufactured





soft toys, Gaurav started out with selling life-sized teddy bears.

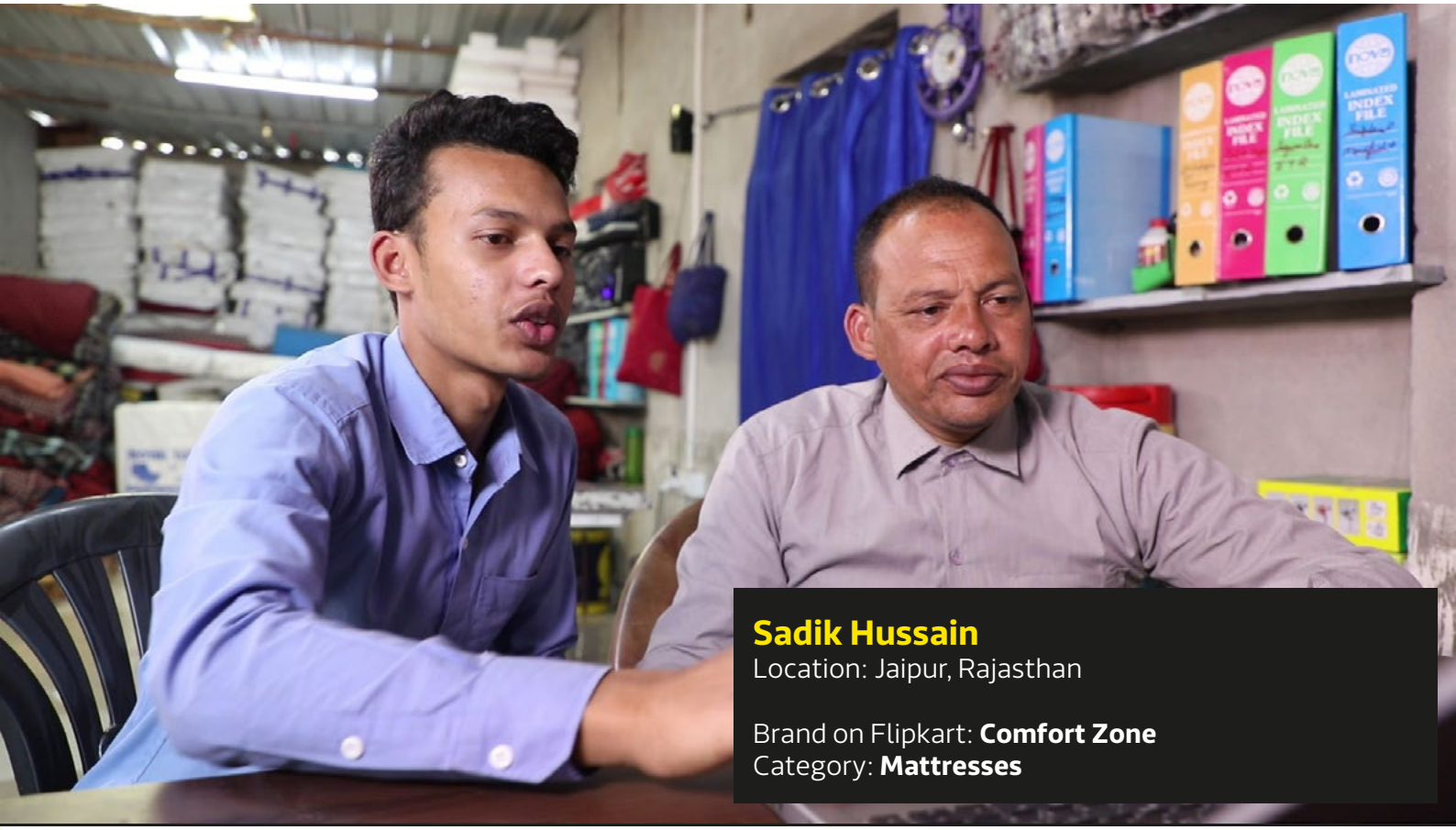
"My wife and I also attended online training sessions and webinars hosted by Flipkart to understand the nuances of e-commerce and how we could leverage promotions and advertising to boost our business," he says.

The learnings led Gaurav to expand his portfolio from just soft toys to electronics like trimmers and hair dryers. Nearly three years after he started as a Flipkart seller, Gaurav sells products across multiple categories including kitchen appliances and beauty products.

Gaurav says that he makes sure to check the quality of every product that is dispatched from his end. *"Initially, I observed there were a lot of returns and realised that the quality issues were hampering my business. So, I stopped sourcing from manufacturers whose products led to returns due to quality issues. Today, none of the products are dispatched without a thorough quality check."*

From shutting his business to running a growing business with an annual turnover of Rs 60 lakh, Gaurav feels he has come a long way.

"Flipkart has been the silver lining in my story. Had it not been for the platform, I can't imagine my business being as successful as it is today. My story is perhaps an example of how one can achieve their dreams with hard work and a platform like Flipkart. Life feels good today," concludes Gaurav.



Sadik Hussain
Location: Jaipur, Rajasthan

Brand on Flipkart: **Comfort Zone**
Category: **Mattresses**

Disability no bar: How this man went from working in a mattress company to owning one

Sadik Hussain worked for a mattress company for 18 years. However, he saw many of his colleagues progressing in their career, even though many of them had joined much later than him.

Disappointed at not getting the opportunities he deserved, Sadik decided to start his own mattress business.

"I knew I wouldn't face a problem making mattresses because that's what I had been doing all along. But, there were other challenges too," he says. As Sadik used crutches while walking, moving around always caused him discomfort. So when he visited shops, he was often ignored. ***"Despite my best efforts, I would get only four or five orders a day,"*** he laments.

When Sadik's son saw him struggling, he suggested that his father try selling these mattresses online. Taking his son's advice, Sadik launched his mattress business – Comfort Zone – across e-commerce platforms.

During this time, he also attended a programme for sellers hosted by Flipkart as part of preparations for its Big Billion Days sale. When the Flipkart team came to know about Sadik's disability, it told him about the Flipkart Samarth programme - an initiative that aims to provide opportunities and assistance to persons with disabilities, NGOs, rural women, specifically-abled, artisans, government bodies and social enterprises. Becoming a Flipkart Samarth Seller enabled Sadik to boost Comfort Zone's visibility on the e-commerce platform. ***"All of this helped me***





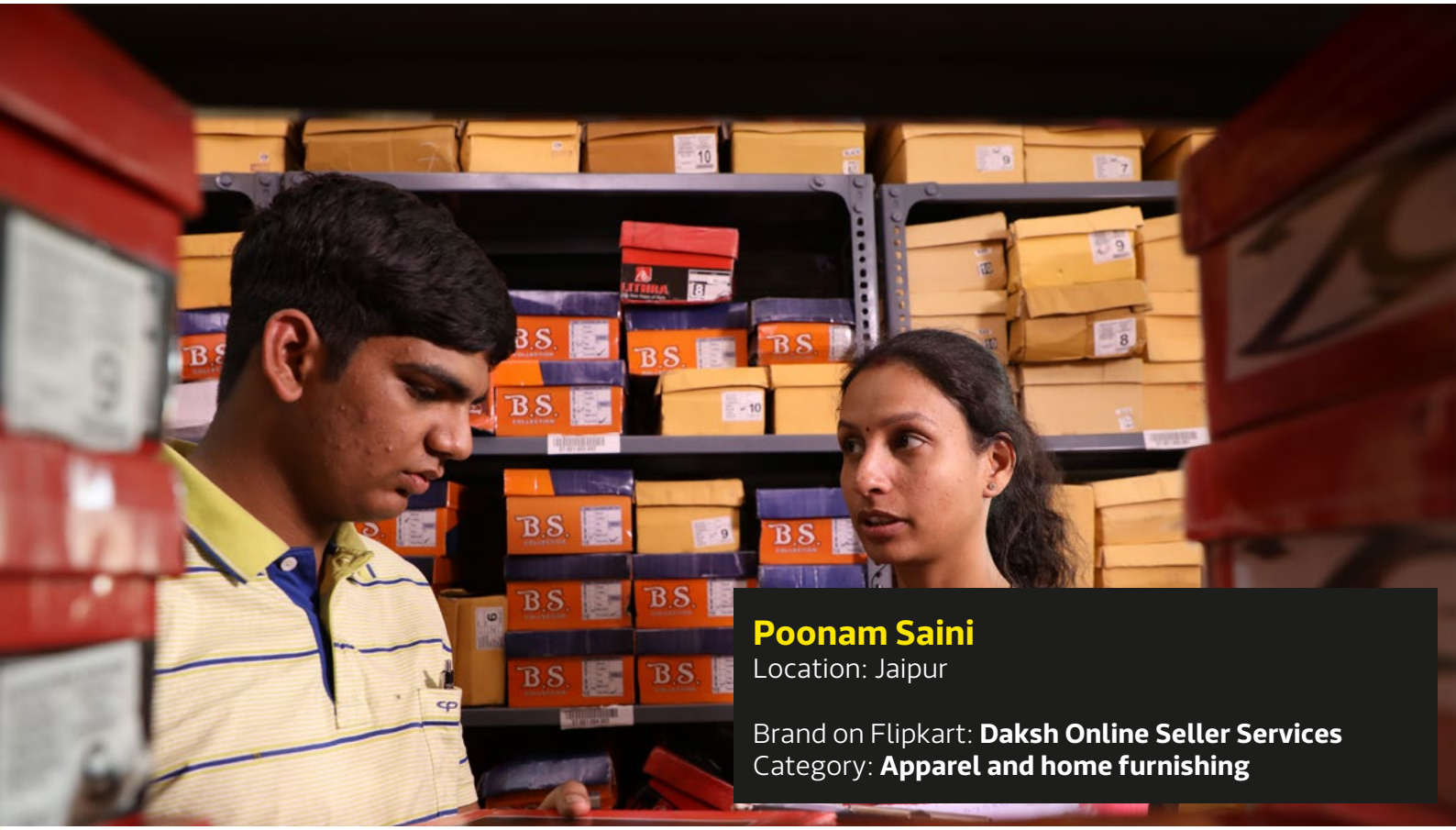
bring down the cost of my mattresses and my sales doubled in just two months," adds Sadik.

Today, Comfort Zone sells 30-40 mattresses a day. ***"About 70 percent of these orders come via Flipkart,"*** shares Sadik. ***"Flipkart assigned a dedicated account manager who guided me along the process, right from launching the product to selling on the platform,"*** he mentions.

With the sales, he was also able to launch more products like three-fold mattresses and sofa-cum beds. Sadik adds that Flipkart's process of releasing payments thrice a week helped him grow his business. ***"I have bought a 200-yard plot to expand my manufacturing capacity. We are working on launching designer curtains, vacuum pillows, and mattresses among other products."***

Reflecting on his journey, he says, ***"I am proud to be a Flipkart seller. It has helped me earn respect and stand tall in society today. From earning Rs 4 lakh a year, I now earn Rs 40 lakh."***





Poonam Saini
Location: Jaipur

Brand on Flipkart: **Daksh Online Seller Services**
Category: **Apparel and home furnishing**

How this woman leveraged the Flipkart platform as a launchpad for her footwear business

When Poonam Saini, who was a web designer by training, shifted from Mumbai to Jaipur after her wedding, she had a tough time finding a job in her field. She had always wanted to be independent and do something of her own, but the lack of opportunities in Jaipur left her with little choice.

Both Poonam and her husband brainstormed and decided to set up a business where they would retail men's footwear, kurtas, home furnishings and dupattas. However, she soon realised that offline retailing was a cash-intensive affair. ***"I was not happy with how the business was shaping up too,"*** she shares.

Inspired by the rising opportunities in the e-commerce sector, Poonam decided to pivot her business to an online one. She registered her business on various e-commerce platforms and started accepting online orders.

"I got my first few orders on Flipkart. The number of orders I was getting from other platforms did not match up. The return ratio was high as well. Most importantly, their seller support teams weren't responsive enough. This is where Flipkart stood out from the rest," she says.

Today, Poonam's business, Daksh Online Seller Services (DOSS), has a turnover of Rs 2 crore. ***"In the next six months, I hope to fulfil at least 1,000 orders a day,"*** she says. She also has another bigger dream for DOSS. ***"I want to start a retail chain for my in-house footwear brand ZGX and have already started working towards it. We will soon be launching our***





first retail store in Sikar district in Rajasthan," she adds.

Poonam says Flipkart has helped her grow from being an online seller to a brand owner. Reflecting on her journey, she says, ***"I never thought I would come this far. More importantly, it brings me immense satisfaction that I have been able to offer jobs to 15 people. If not for Flipkart, I would have probably been working for someone else. Also, as a financially independent woman, I am able to support my family. All this has been possible because I discovered Flipkart at the right time and it changed my life. "***



Flipkart 