

Flipkart aims to create 10,000 'millionaires' in 2015

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http://articles.economictimes.indiatimes.com/2015-01-13/news/58024385_1_flipkart-marketplace-flipkart-sales-e-commerce-major-flipkart-today

BANGALORE: E-commerce major Flipkart today said it aims to help over 10,000 sellers generate business worth Rs 10 lakh through its platform this year.

"In 2014, Flipkart helped over 2,000 sellers become millionaires through Flipkart sales. December 2014 alone saw over 500 sellers doing an average business of Rs 10 lakh each, while 50 sellers did an average of Rs 1 crore each," Flipkart said in a statement.

With a year on year growth of close to 30 per cent, apparels and consumer electronics categories have the most number of sellers who have crossed the millionaire mark followed by sellers of home decor, jewellery, handicrafts and large appliances.

Nearly 60 per cent of millionaire sellers came from metros (Delhi, Mumbai and Bangalore) and the rest from the non-metros, it said.

"2015 projections estimate that the numbers from the latter will double," the statement added.

Flipkart said it is taking several steps like hosting workshops/sessions and SME training programmes, offering working capital assistance and providing marketing support services like packaging and cataloguing to sellers with the aim to help sellers create and expand their brands.

Flipkart will continue its efforts to better the Indian marketplace ecosystem, so that sellers from even the most remote parts of the nation can benefit from this business model, Flipkart SVP Marketplace Anki Nagori said.

"We are confident that 2015 will see more sellers join the e-commerce ecosystem, thus creating at least 10,000 more millionaires within the Flipkart marketplace, especially from the tier II and III cities in India," Nagori said.

Last year, Flipkart partnered with government bodies like Federation of Indian Micro and Small and Medium Enterprises (FISME), Director General - Employment and Training (DGET) and National Institute of Fashion Technology (NIFT) to help Indian MSMEs leverage the online marketplace platform.