

#CelebratingLoveForBusiness
Lighthouse

Flipkart Tidbits for you!
FlipNews - February 2019

INDEX

Introduction: Take a guess	01
Kya chal raha hai? (What's New?)	01
Aur Sunaao!	02
Seller success story	04
Seller Success Story #AapkiKahaaniAapkiZubaani	04
Media coverage of success stories	06
Tell your own story	06
Dhan ki baat	07

Introduction



Lijiye February le aaya hai Valentine's Day ka tyohaar,
Dene aapko opportunities aur badhthi sales ka uphaar,
To suggestions lijiye humari aur chadhiye success ki
seedhi
Kyuki sabse zaada karte hain apne business se pyaar.



We hope that 2019 is treating you and your business really well so far and we are here to make February awesome for you. The month of love is here and with new opportunities to grow and with our tireless efforts to make selling simpler for you, it is going to be a great one.

In this Valentine's Day edition of Lighthouse, you'll learn about Usual Price and how it helps you run your #BusinessAsUsual. You'll also get to see the other features that have been launched to enhance your selling experience.

In addition to that, read the inspirational stories of two sellers and see how patience and continual efforts can bring success to your business. This edition also presents you with a golden opportunity to share your own story with us. If you have a story of courage and persistence, a story that'll inspire the other sellers to grow and chase their dream of making it big, a story that you think deserves to be heard, you can share it with us.

Now wait no longer! Read on and have a great time.

Kya chal raha hai? (What's New?)

Usual Price se chal raha hai

#BusinessAsUsual

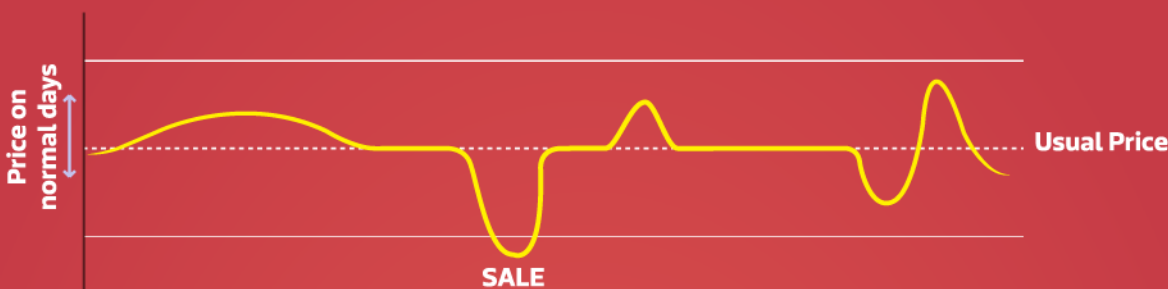
What is Usual Price?

Usual price is the price at which your listing is available on Flipkart on a normal day*.

*Normal day means when Flipkart is not running a market-ed sale event for the category that you are selling in.

How is Usual Price useful?

Usual Price helps you to price your products right, which in turn will lead to a better sales conversation of your products.



 Final price of your listing



How to check Usual Price?

You can check the Usual Price in three ways:

- 1: Listings > My Listings > Edit button of Listing Price
- 2: Listings > My Listings > Click on the product title
- 3: Listings > My Listings > Customize Columns (On the top right corner)



Aur Sunao!

Aur ab aap khud resolve kar paayenge
apne buyers ki queries!

Seller answering buyer question (#SawalUnkeJawabAapke)

Now you can connect with your buyers and give them better clarity about your products. All you have to do is answer buyers questions about your products from Seller Dashboard.

How will it useful to me?

By resolving your buyers' queries, you can help them make a well-informed decision, which may help you in:

- Lowering buyer returns
- Better conversions
- Instilling buyer trust in you

How to answer questions?

1. Go to Listings > My Listings
2. Click on any listing and you will be able to see all questions related to that listing.
3. Click on Unanswered to see what are the questions that are assigned to you and answer in the text box below.

Yes! It is this simple.



Aur kuch naya?

Yes! The all-new Orders Tab

Introducing the new avatar of Orders Tab for your “Active Orders”!

To make your order processing activity efficient and to keep you well informed about your orders, the Orders Tab has been revamped. Now, you will have better visibility about your Breached orders, Orders with reattempts and an enhanced Order Search experience.



Seller Success Story



HEAR IT
FROM HIM



Beekay Enterprises
Bal Krishna Lakhotia, Kolkata

*“Opportunities don’t happen. You create them.” -
Chirs Grosser*

This story is about one such seller who truly believed in creating an opportunity for himself in the fast paced era of online selling. Bal Krishna Lakhotia, a garment wholesale dealer from Kolkata, made a big shift in his life when he decided to start selling online with Flipkart.

19th July 2017 was the day when he onboarded. He started with listing kids garments online under the brand ‘Beekay Enterprises’. From that day onwards there was no looking back. Initially with about 10-20 orders/day to approximately 500-600 orders/day today, he has seen his business grow day and night and now he has started another label in the name of ‘Celebrity Club’.

Ask him about his journey and he gets excited, *“My business has been growing ever since I decided to list my products online. Today almost the entire source of my income is my online business. The turnover from my online business exceeds my wholesale business.”*

His entire one and half years of journey with Flipkart has been a glorious one. He takes pride in telling that now not only him but his wife has also started her label on Flipkart.

“I am really thankful that I got an opportunity to list my products on Flipkart. It was the best decision that I made. Flipkart is very prompt in making payments and the process is very simple.”

#AapkiKahaaniAapkiZubaani

Md Sabeeluddin recites his own story of struggle and success. Read on to find out more about his journey on Flipkart.



HEAR IT
FROM HIM



Dolphin Miles,
Md Sabeeluddin, Kolkata

My name is Md Sabeeluddin and I am from Kolkata (WB). I look after all the operations with my father, who is the owner of the firm 'Dolphin Sales Agency'. My father created the footwear brand 'Dolphin' in the year 1991 and the brand '*Miles in the year 2000, pronounced together today as 'Dolphin Miles'.*

As the eldest son of my family, I decided to join my dad's business and help him out to take some burden off his shoulders. At that time my aim was to expand the business and to help my father in every possible way.

After about a year of understanding the nature of our business, in the year 2013, when the e-commerce sector was just about to take off, we discussed the reality of online shopping and how fast it is growing. It was at that time when we realized that we'll have to partner with an e-commerce company to expand our reach. From that day I began my journey in the e-commerce sector and eventually after months of research I partnered with Flipkart, just 3 months before the first ever Big Billion Days.

Flipkart was extremely helpful in providing adequate training for listing my products. We began to get a good response from the very first week of our registration, we listed our products and over the years our sales increased unimaginably. We had to quickly adjust ourselves and be disciplined about the packaging and timely delivery of the orders.

The first ever Big Billion Days was a real boost for us. It made us realize the power of e-commerce sector and how vast one can expand his business through Flipkart. From there on we did not look back. During the initial days our aim was to complete 100 orders a day and today we process around 1000 orders a day. Recently, we further expanded and started selling in the ethnic wear category. It is our 5th year with Flipkart and we have around 1000 active listings.

I will advise all the other sellers on Flipkart to keep working hard and aspire to become successful. Never be disheartened with failure, learn from your mistakes and concentrate wholeheartedly on one goal. Never fear failure!



Media Coverage of Seller Success Stories

Your stories don't just inspire us and your fellow sellers to work harder and to perform better, they inspire sellers throughout India. Below are such motivational success stories, as covered by the media.



Your stories are very important to us and we want the world to know about them.



Do you have a success story too?

If you think your story of selling can inspire and motivate other sellers to make it big, share it with us here. Two of the best stories will be published in the next edition of Light-house.

Tell Us Your Story

#AapkiKahaaniAapkiZubaani

धन की बात -

Interactive Webinar Sessions

Dhan ki baat, our webinars, have been informative sessions for you, our sellers. They help you stay up-to-date with all the latest updates. In these sessions, our experts share information about new product launches as well as various growth levers.

Last month, we conducted webinars on different topics and more than 1500 sellers were trained on topics like:

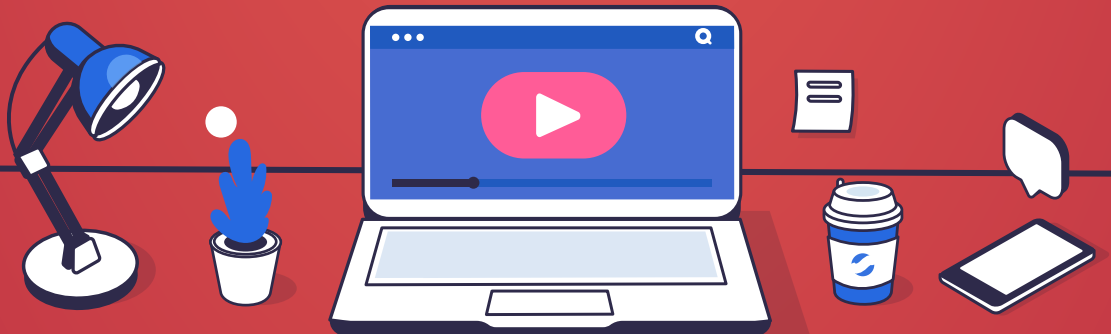
1. Seller Onboarding
2. Price recommendation
3. Advertising
4. Flipkart Plus

We will continue to conduct webinars on topics like these and many others to help you grow your business of Flipkart.

How can you join?

The Seller Learning Center will have the entire webinar calendar for this month. You can also get a link to join the webinar at the scheduled time.

Watch this space for Webinar updates





YOUR FEEDBACK IS IMPORTANT TO US.

CLICK HERE TO SHARE YOUR EXPERIENCE

