

Presentation On Impact Of COVID & Post COVID On Flipkart

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INTRODUCTION



flipkart.com



Flipkart Private Limited is an Indian e-commerce company, headquartered in Bengaluru, and incorporated in Singapore as a private limited company. The company initially focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products. The service competes primarily with Amazon's Indian subsidiary and domestic rival Snapdeal. As of March 2017, Flipkart held a 39.5% market share of India's e-commerce industry. Flipkart has a dominant position in the apparel segment, bolstered by its acquisition of Myntra, and was described as being "neck and neck" with Amazon in the sale of electronics and mobile phones.

In August 2018, American retail chain Walmart acquired a 77% controlling stake in Flipkart for US\$16 billion, valuing Flipkart at around US\$20 billion. Flipkart is valued at \$37.6 billion as of 2022. It is planning to go public through a listing in the United States of America in 2023.

Flipkart



Safe Commerce

Founders & Promoters



Flipkart was founded by Sachin Bansal and Binny Bansal in May 2007.

Kalyan Krishnamurthy is the CEO of the company, who was appointed as the CEO of the company in January 2017, when he replaced Binny Bansal.

Mission & Vision Of Flipkart



- **Flipkart Mission Statement**
Providing A Delightful Customer Experience
- **Flipkart Vision Statement**
To become Amazon of India

Quality Policy of the Company



Flipkart Assured is a badge of assurance for products listed on Flipkart. The badge ensures two things— high quality and fast delivery. Products under this tag go through strict quality checks, then packaged and delivered to customers.

Flipkart launched the ‘Flipkart Assured’ quality badge in 2016 to enhance the overall customer experience—by offering products that are high quality and can be delivered faster than normal. This hallmark also enables Flipkart to put fake or non-genuine products under a strict scanner.

Here’s what Flipkart Assured guarantees:

- 1.Assured quality with fast and reliable shipping options
- 2.Free shipping on orders above INR 500
- 3.Reliable order delivery and easy returns

Company Structure



The entire organizational structure of Flipkart is organized in three broad teams

Product and Technology	Business Development	Operations
Website Management	Vendor Management	Procurement
ERP System	Sales Management	Warehouse
	Pricing Strategies	Logistics
		Customer Support

Challenges Faced During Covid-19

Before the lockdown, Flipkart's delivery model was functional in select cities. But as the nature of the pandemic made even simple acts like stepping out for groceries increasingly risky, Flipkart expanded its delivery model to reach more customers by relying on the larger delivery network and supply chain intended for regular products. The major challenges faced were:

- Supply chain disruptions
- Labor Shortage
- Decreased Demand
- Financial Impact
- Health and safety concerns
- Changes in consumer behavior
- Logistics challenges

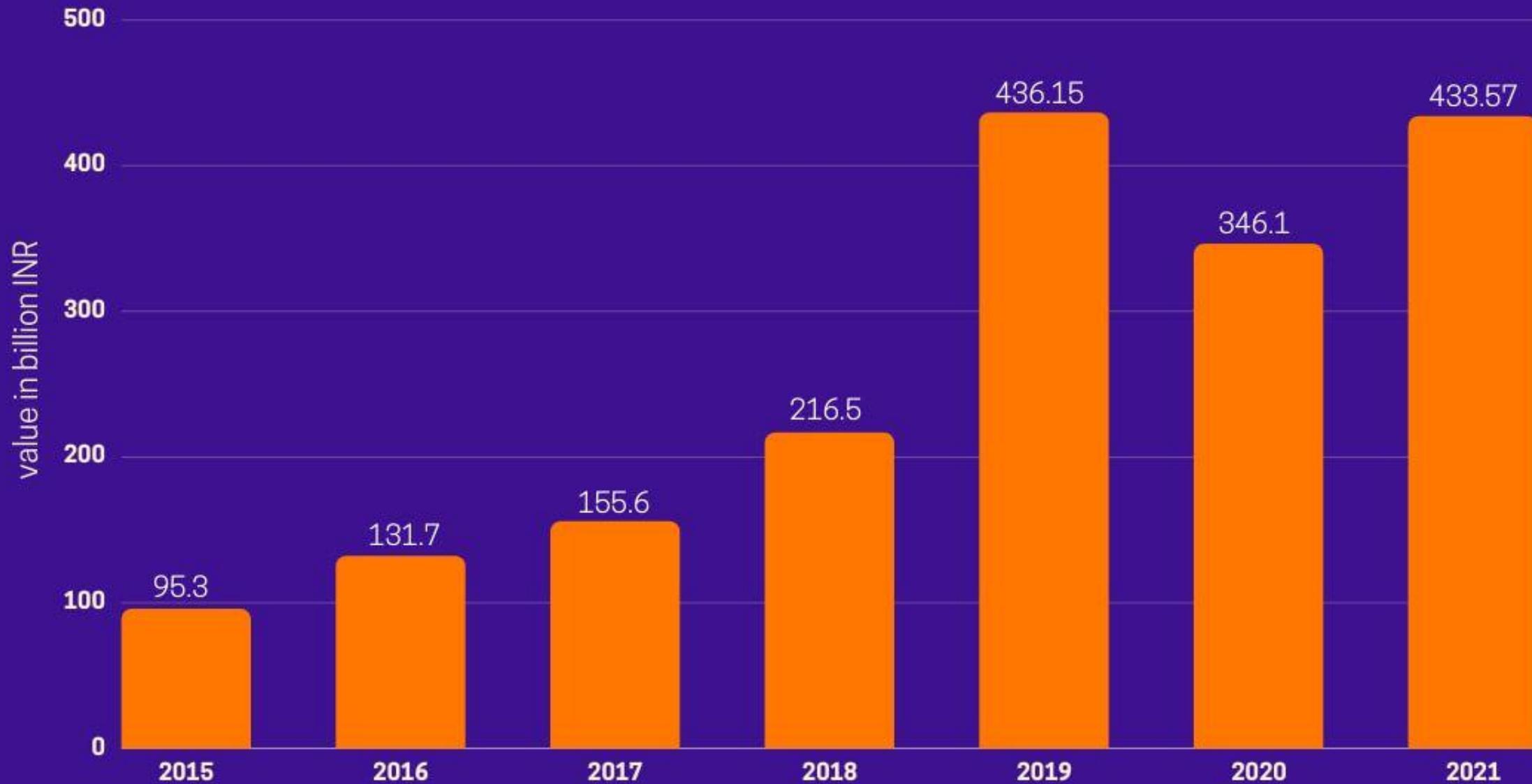
Forecasting During Covid 19



As the pandemic brought down an immense effect on the overall world Flipkart was also affected rigorously. There was disruption in the whole supply chain management system.

- They decided to go fully cashless as cash might contain the virus. Introduced fully online payment system eliminating Cash On Delivery System.**
- Vaccinated most of the employees.**
- Resumed the service with full effect as the cases got low.**
- The future production forecast will depend on factors such as the evolution of the pandemic, government policies, consumer sentiment, and the state of the global economy.**

Flipkart Private Limited Revenue (FY2015-FY2021)



Forecasting of Flipkart Post Covid

Flipkart Internet reported a 32% jump in revenues for the financial year 2020-21 on the back of Covid-19 related push. Flipkart Internet clocked operational revenues of Rs 7,840 crore during the period, while Flipkart's wholesale arm - - reported a 25% growth in revenues to Rs 42,941 crore. Flipkart Internet, which generates revenues through verticals such as logistics, marketplace fees and payment gateway, however, witnessed its net losses widen to Rs 2,881 crore during the same fiscal. This is a 49% increase from the last financial year. The company's total expenses for the fiscal were reported as Rs 10,996 crore, showed data sourced from business intelligence firm, . Flipkart India, which acquired 100% stake in its parent 's cash & carry operations in 2020, reported a net loss of Rs 2,445 crore during the same fiscal. This is a 22% decrease from the last financial year. The company's total expenses for the fiscal were reported as Rs 45,801 crore. Flipkart, which competes with US rival Amazon and in India, is currently doubling down on its grocery business and newer ventures such as hyperlocal arm . Flipkart India Tofler Walmart Reliance Retail Shopsy



How the Company Handled It's Employees During Covid 19

- Vaccinated all the employees rapidly.
- Provided them with their salary consistently.
- Did not fire any employee.
- Provided healthcare services with minimal cost for the employees and their families too.
- Insurance And Emergency Finance Assistance.
- Prioritizing Physical And Mental Health.
- contributed financial and in-kind support, which includes oxygen tanks and concentrators, critical healthcare supplies, masks and ventilators



Government Policies And Support

- Support and ease in restrictions for logistics and supply chain.
- Loan repayment period extended.
- Relief measures for overall safety
- Relief in some policies for further ease in business carrying.





THANK YOU