



ENTERPRISE ANALYSIS AND DESK RESEARCH

**NAME-PRAVEEN KUMAR
E-COMMERCE**

E-COMMERCE

FLIPKART

ABOUT US

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.

Flipkart was founded in October 2007 by Sachin Bansal and Binny Bansal, alumni of the IIT, Delhi and former Amazon employees . The company initially focused on online book sales with country-wide shipping. Flipkart slowly grew in prominence and was receiving 100 orders per day by 2008.[In 2010, Flipkart acquired the Bangalore-based social book discovery service We Read from Lulu.com.

The image shows the word "Flipkart" in a blue, rounded, sans-serif font. The letters are slightly blurred, giving it a dynamic feel. The background is dark, making the blue text stand out.

FOUNDER

- Sachin Bansal
- Binny Bansal

OWNERS

- Walmart (72%)
- Tencent (5.3%)
- Tiger Global (4.1%)
- Binny Bansal (2.4%)
- CPPIB (2.2%)
- SoftBank Group (1.4%)
- QIA (1.3%)
- Microsoft (1.2%)
- Accel (1.1%)
- Others (9%)

FOUNDER



SACHIN BANSAL
FOUNDER



BINNY BANSAL
FOUNDER



Flipkart Mission, Vision & Values



MISSION

Providing a delightful and memorable customer

Ab har wish hogi poori!

VISION

To become Amazon of India

BUSINESS STRUCTURE

- Flipkart operated with a complex business structure that included nine firms, some registered in Singapore and some in India.
- The Singapore-registered entity owns eight Indian companies, including Flipkart Internet Pvt. Ltd, the company that runs the e-commerce marketplace Flipkart.com, Flipkart India Pvt. Ltd, the wholesale business, and Flipkart Logistics Pvt. Ltd, which runs Ekart.
- Flipkart also started Flipkart Health+ (through an app) in 2021 that deals into providing medicines and health services through technology.
- Notable companies in which Flipkart Group owns a controlling stake include:

Name	Type	Since	Current stake
Myntra	Fashion	2014	100%
Ekart	Logistics	2015	75%
Flipkart Wholesale	B2B e-commerce	2020	100%
Cleartrip	Travel booking	2021	80%
SastaSundar	Healthcare	2021	75.1%



FINANCIAL STRUCTURE

- The initial development budget of Flipkart was ₹400,000.
- It later raised funding from venture capital firms Accel India (receiving US\$1 million in funding in 2009) and Tiger Global (US\$10 million in 2010 and US\$20 million in June 2011).
- In October 2013, Flipkart had raised an additional US\$160 million from new investors Dragoneer Investment Group, Morgan Stanley Wealth Management, Sofina SA, and Vulcan Inc.
- By August 2015, Flipkart had raised a total of US\$3 billion over 12 rounds of funding from 16 major investors.

FLIPKART PERFORMANCE AT THE TIME OF COVID



TECH INNOVATIONS

Contactless payments, Farm to home, Vernacular, Flipkart Quick.



BUILDING A RESILIENT SUPPLY CHAIN

From strict safety regulations and protocols across warehouses to driving awareness on safety behaviour, Flipkart undertook various training programs for direct hires in various aspects of the supply chain.



PEOPLE FIRST THINKING

Flipkart enabled seamless collaboration of teams remotely with frequent “bite sized reboot sessions” to help break the monotony of working from home and re-emphasise the importance of physical and mental health.

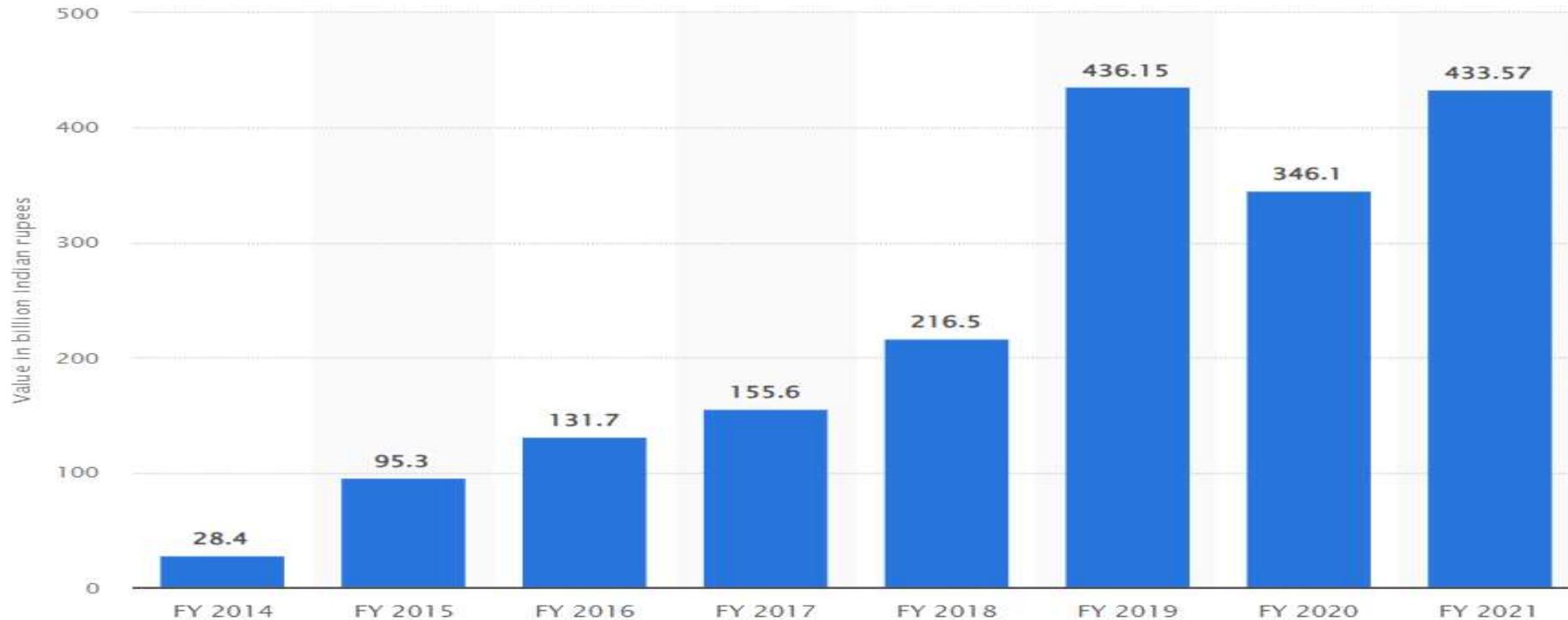


FLIPKART'S CSR INITIATIVES

Despite the fact that teams were crunched on bandwidth and struggling with their families being affected by covid, Flipkart employees came together to deliver on a multitude of social initiatives, all driven by a higher sense of purpose: Empowering our customers to donate, Donations by Walmart.

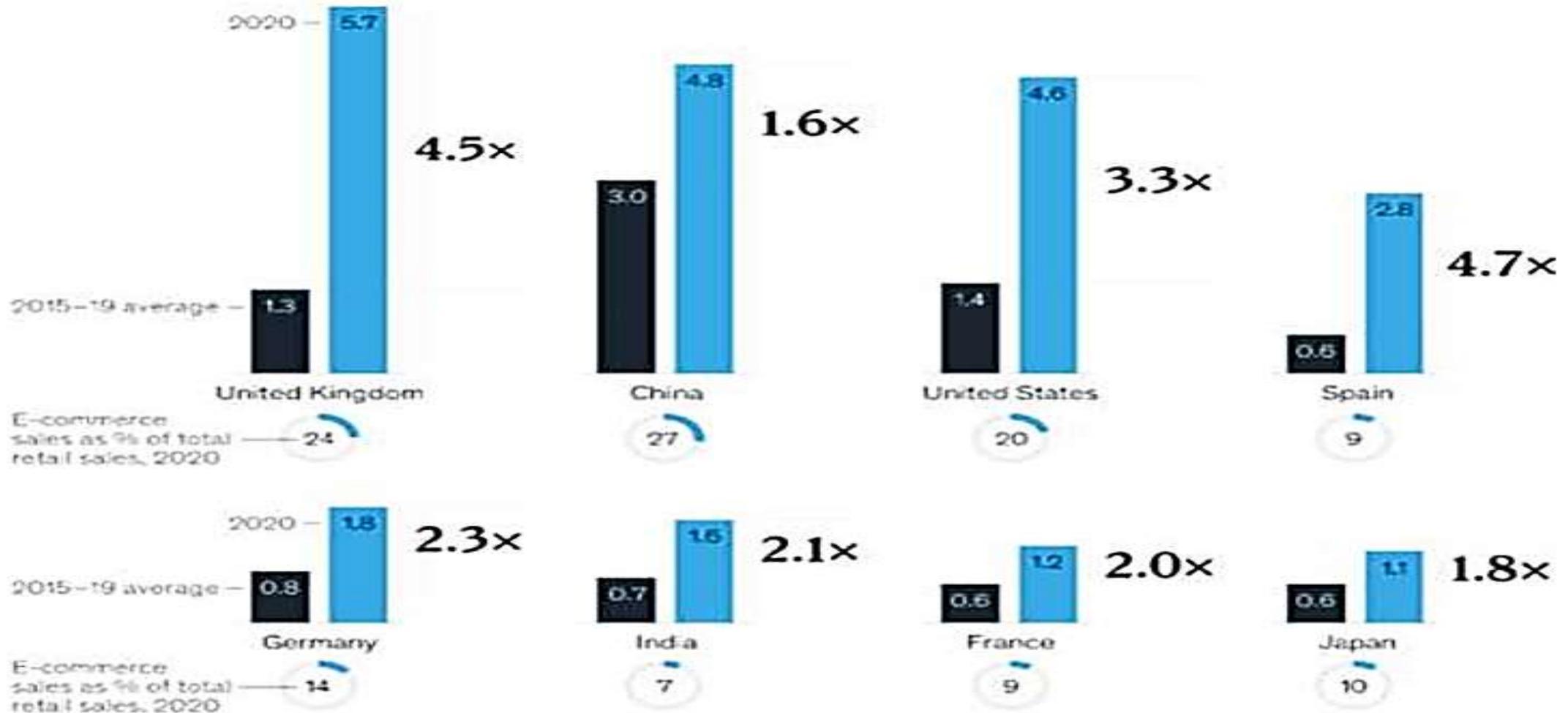
SALES AND REVENUE FORECASTING

- E-commerce sales rise 97% in the quarter ended June, the fastest growth in online sales.
- Which acquired a majority stake in Flipkart for \$16 billion in 2018, led a \$1.2-billion investment, valuing the e-commerce firm at \$24.9 billion.



SALES GROWTH OF FLIPKART

Year-over-year growth of e-commerce as share of total retail sales, percentage points



IMPACT OF COVID ON E-COMMERCE AND INDIAN CONSUMERS

- Covid 19 pandemic presented humanity with unprecedented challenges which put millions of livelihoods at risk. The economic and social disruptions impacted the lives of millions of people across the country.
- Nationwide lockdowns caused orders per day to go down to zero in some regions, only to see an unforeseen surge come in the next few months.
- During the initial lockdown, all of Flipkart's supply chain functions - eKart, warehouse and hub operations, had come to a standstill.
- Apart from the responsibility to their customers, Flipkart, being at the forefront of the Indian startup ecosystem, had a responsibility to deliver towards the ecosystem too.
- E-Commerce in India had grown by more than twice in 2020 compared to the 2015-19 average.

THANK YOU