

ANALYSIS & DESK RESEARCH

**○ Name of Organization -
FLIPKART**

**NAME OF STUDENT – PRITAM
ANIL SHINDE**

**NAME OF FACULTY COORDINATOR -
MRS.PUJA GAVANDE**



Founder

- HEADQUARTERS IN BENGALURU,
- INDIAINDUSTRY -E-COMMERCE
- FOUNDED- 2007
- FOUNDER -SACHIN BANSAL BINNY BANSAL



FLIPKART MISSION, VISION & VALUES

Flipkart Mission Statement

Ab har wish hogi poori!

Flipkart Vision Statement

To become Amazon of India

Flipkart Values

Customer First

Ownership

Bias For Action

Audacity

Respect



QUALITY POLICY

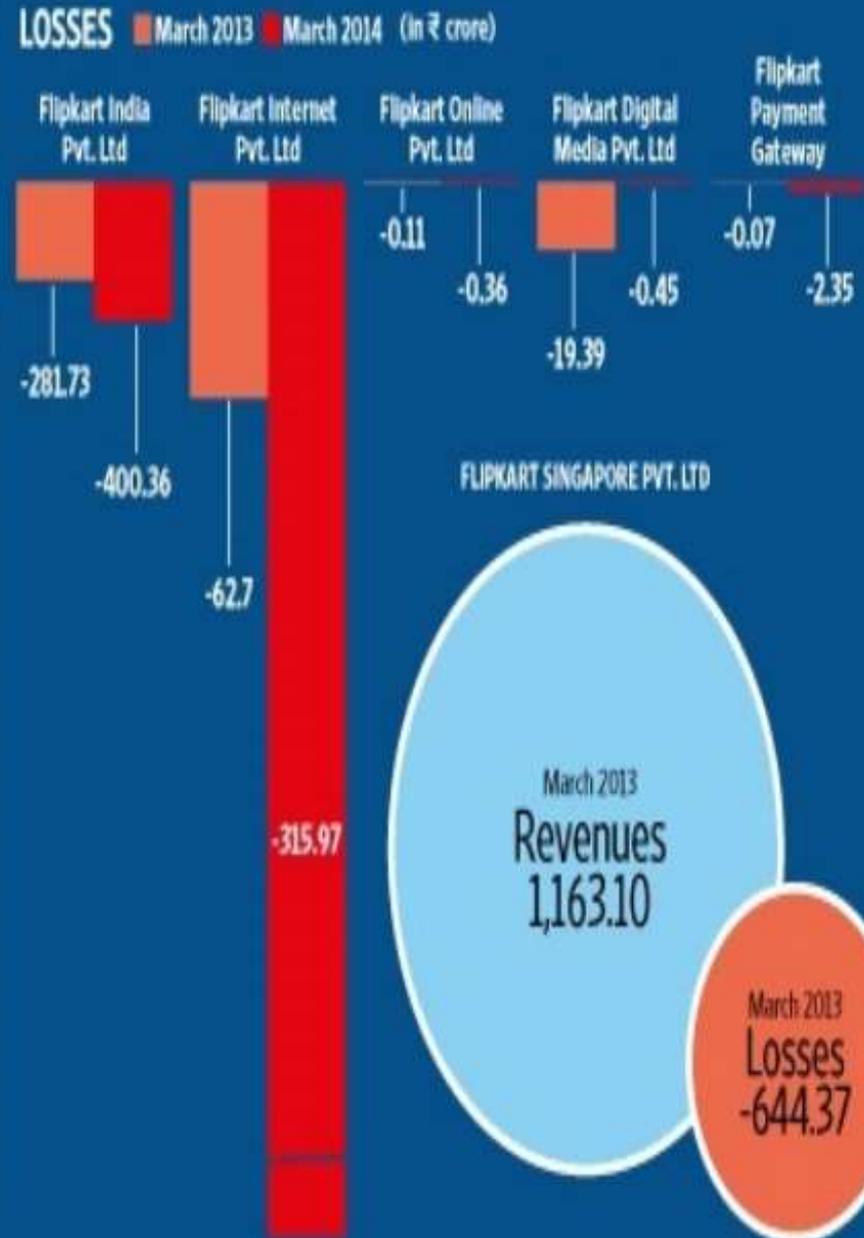
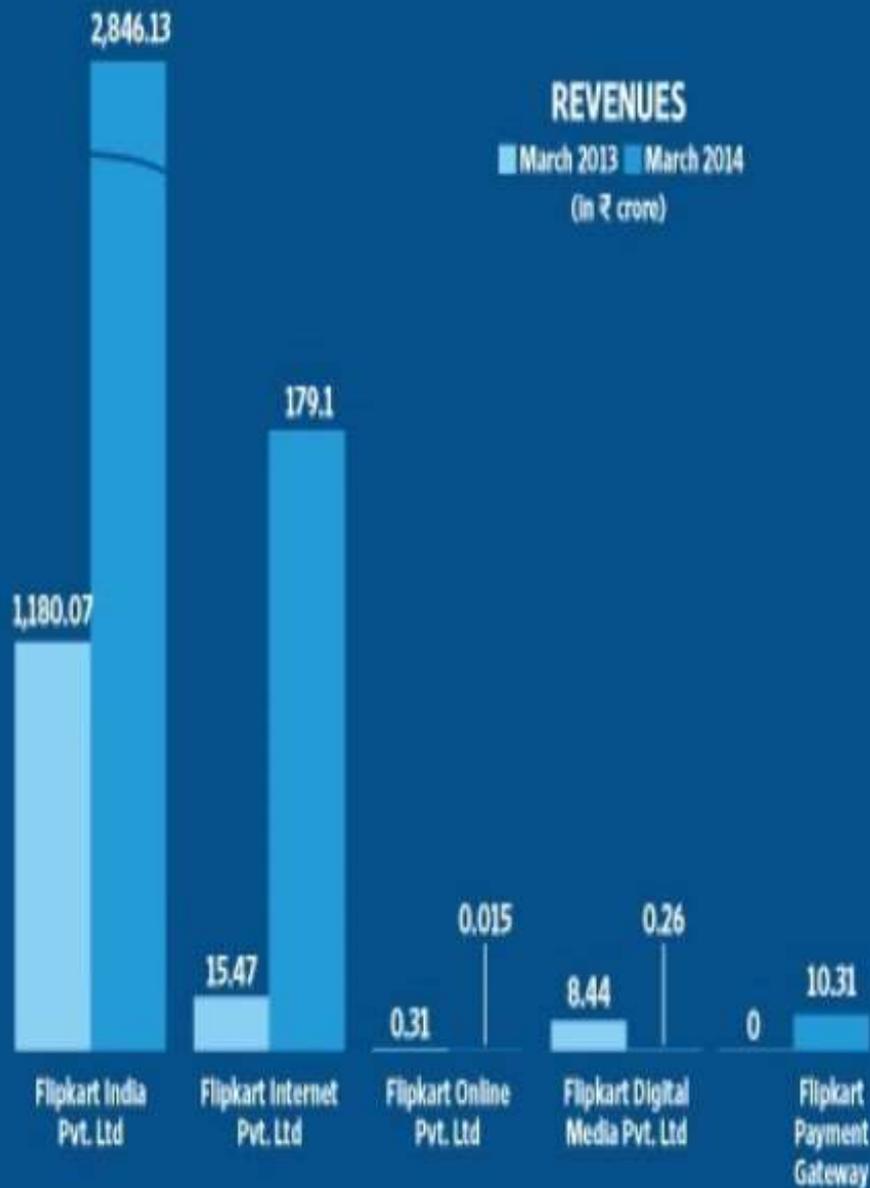
All products under the Flipkart Assured tag go through **6 strict quality checks between storage to packaging**. These product checks are based on their MRP vs catalogue price, their colour and size, physical damages, and 100% data check on returns threshold, rating threshold, and seller cancellation.



MANAGEMENT STRUCTURE

- Kalyan Krishnamurthy serves as the CEO / President of Flipkart.
- Mayur Datar serves as the Chief Data Scientist, VP of Engineering of Flipkart.
- Shekhar Chauhan serves as the Executive of Flipkart. Shekhar started at Flipkart in Jun of 2013. Shekhar currently.
- Rahul Gharat serves as the Executive of Flipkart. Rahul started at Flipkart in Sep of 2013. Rahul currently resides in.
- Nitish Ops-Pataudi serves as the Executive of Flipkart. Nitish started at Flipkart in Aug of 2013. Nitish currently.
- Anand Lakshminarayanan serves as the Vice President of Flipkart. Anand started at Flipkart in Jan of 2017. Anand...
- Krishnendu Chaudhury serves as the Principal Scientist and Head of Image Sciences of Flipkart. Krishnendu currently...

FINANCIAL HEALTH OF THE COMPANY



Impact of Covid on e-commerce and Indian consumers

E-Commerce in India had grown by more than twice in 2020 compared to the 2015-19 average. As lockdowns became the new normal, businesses and consumers increasingly “went digital”, providing and purchasing more goods and services online, raising e-commerce’s share of global retail trade from 14% in 2019 to about 17% in 2020. At an event launching the new report, COVID-19 and E-Commerce: A Global Review, by UNCTAD and eTrade [1], UN General Assembly President Volkan Bozkir said the trend towards e-commerce is likely to continue throughout the recovery from COVID-19



Policies of the Government and support to the given sector

Government Initiatives to Promote E-commerce

Many initiatives/schemes have been announced by the Government of India, namely Digital India, Make in India, Start-up India, Skill India, etc., to promote e-commerce. The proper implementation of such programs will likely support the growth of e-commerce in the nation. Some of such initiatives taken by the government to support e-commerce in India are as follows –* **National Retail Policy**

The government had recognised five areas in its national retail policy: ease of doing business, rationalisation of the licensing process, digitisation of retail, focus on reforms, and an open network for digital commerce, stating that offline retail and e-commerce need to be administered integrally.* **MoU for cashless and transparent payment**

Government e-Marketplace signed a Memorandum of Understanding with the Union Bank of India to facilitate a cashless, paperless, transparent payment system for various services in October 2019.* **Digital India Movement**

Under the Digital India movement, the Government of India launched various initiatives like Umang, Start-up India Portal, Bharat Interface for Money (BHIM), etc., to boost digitisation.* **Hike in Limit of FDI**

To enhance the participation of foreign businesses in E-commerce, the Indian government hiked the limit of FDI in the E-commerce marketplace model to up to 100% (in B2B models).* **Imposition of tax on foreign e-commerce operators**

In October 2020, the government amended the equalisation levy rules of 2016 and mandated foreign companies running e-commerce platforms in India to have permanent account numbers (PAN). It levied a 2% tax in the Financial Year 2021 budget on the sale of goods or delivery of services by a non-resident e-commerce operator.

Thank you

