

# COVID AND POST COVID

NAME OF ORGANIZATION: **FLIPKART**

NAME OF STUDENT: **SAKSHI DAGA**

NAME OF FACULTY: **MRS. PUJA GAVANDE  
MAM**

# FOUNDER OF FLIPKART:

- SACHIN BANSAL BINNY BANSAL
- FLIPKART PRIVATE LIMITED IS AN INDIAN E-COMMERCE COMPANY, HEADQUARTERED IN BENGALURU, AND INCORPORATED IN SINGAPORE AS A PRIVATE LIMITED COMPANY.
- IN 2018, BANSAL HELD A 5.5 PERCENT STAKE IN FLIPKART, WHICH HE SOLD TO WALMART AND HIS NET WORTH THEN WAS A LITTLE OVER \$1 BILLION.

# *VISION & MISSION STATEMENT:*

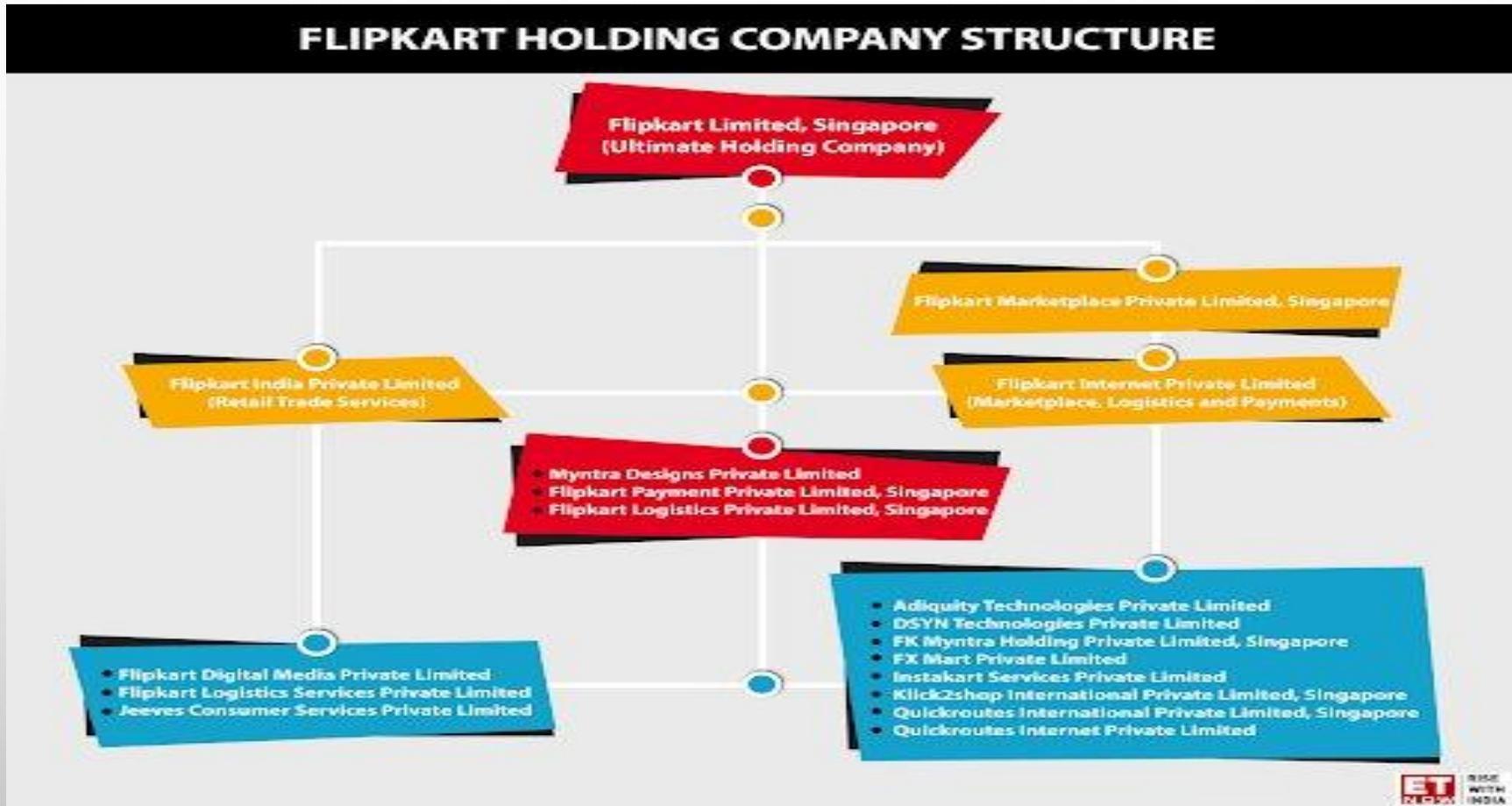
**VISION: WE'RE OUT ON OUR OWN JOURNEYS TO  
MAXIMISE –**

**MISSION: BE THE BEST AT WHAT WE CHOOSE AND  
CARE ABOUT THE MOST - WHETHER IT BE OUR  
IMPACT, VOICE, POTENTIAL, IDEAS, INFLUENCE,  
WELL-BEING OR MORE.**

# QUALITY POLICY OF FLIPKART:

- ALL PRODUCTS UNDER THE FLIPKART ASSURED TAG GO THROUGH **6 STRICT QUALITY CHECKS BETWEEN STORAGE TO PACKAGING.**
- FOR FLIPKART THEY PROVIDE ASSURANCE THROUGH AUDITS IN FACTORIES THAT MANUFACTURE THE SMARTBUY GOODS, WORKING WITH EXISTING TEST PROTOCOLS AND DEVELOPING NEW ONES FOR THEIR ELECTRICAL AND ELECTRONIC PRODUCTS.

# MANAGEMENT STRUCTURE:



# *CHALLENGES DURING COVID:*

- THE COVID-19 PANDEMIC HAS GENERATED AN UNPRECEDENTED CHALLENGE OF A FORCED REARRANGEMENT OF WORKING CONDITIONS FOR A VERY LARGE NUMBER OF PROFESSIONALS.
- FACED WITH REMOTE WORKING, PEOPLE HAD TO ADAPT TO THE NEW WORKING CONDITIONS INVOLVING PROFESSIONAL, CHILDCARE, SCHOOLING, AND HOUSEHOLD DUTIES ALIKE.

- THE COVID-19–INDUCED 21-DAY LOCKDOWN HAS PUT MORE STRAIN ON AN ECONOMY THAT WAS ALREADY EXPERIENCING **DECLINING GROWTH AND INCREASED JOBLESSNESS**. MORE THAN 75% OF INDIA'S SUBSTANTIAL 100 MILLION MIGRANT WORKERS HAVE LOST THEIR JOBS OVERNIGHT.
- SECTORS MOST AFFECTED INCLUDE CONSTRUCTION, MANUFACTURING, AND CONTACT-INTENSIVE SERVICES (I.E., TRADE, TRANSPORT, AND HOSPITALITY). CONSISTENT WITH THEIR WEAKER LIQUIDITY POSITION PRIOR TO THE PANDEMIC, **THE SHARE OF MSME DEBT-AT-RISK INCREASES MORE THAN FOR LARGE FIRMS UNDER THE BASELINE AND TWO ADVERSE SCENARIOS.**

# GROWTH RATE OF FLIPKART:

- FLIPKART REPORTED 31% REVENUE GROWTH IN 2021-22 TO ₹10,659 CRORE, BUT ITS NET LOSS WIDENED 51% TO ₹4,362 CRORE DURING THE FISCAL YEAR DUE TO RISING TRANSPORTATION, MARKETING AND LEGAL EXPENSES.

(All figures in ₹ Crore)	FY21		FY20	
	Revenue	Profit	Revenue	Profit
<b>Flipkart India</b>	42,941	-2,445	34,170	-3,150
<b>Flipkart Internet</b>	7,840	-2,881	5,916	-1,936
<b>Amazon Wholesale</b>	3,131	46	3,384	-132
<b>Amazon Seller Services</b>	16,200	-4,748	10,847	-5,849

Source: RoC Filings

