

Flipkart

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BRAND DETAILS

- Incorporation year: 2007
- Headquarter: Singapore (legal domicile)



Bengaluru, Karnataka, India(Operational Headquarter)







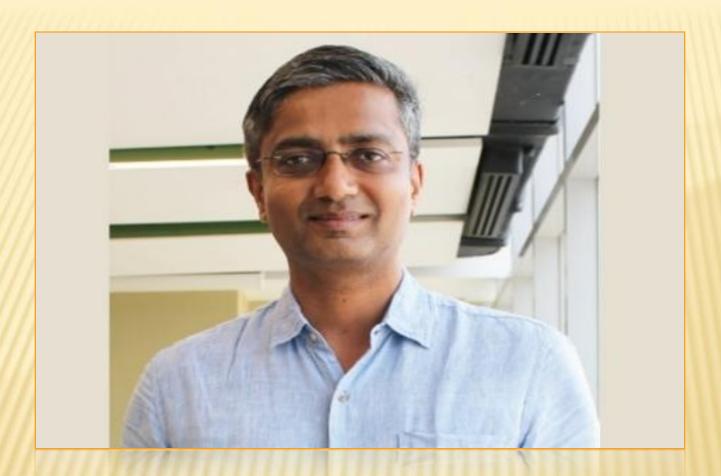
FOUNDERS - SACHIN BANSAL AND BINNY BANSAL





PRESENT HEAD (CEO) KALYAN KRISHNAMURTHY PARAS





CFO - SRIRAM VENKATARAMAN



COMPANY INTRODUCTION

- •Flipkart is an e-commerce company, selling almost everything retail through its website and mobile applications.
- •The service competes primarily with amanzon's indian subsidiary. As of 2017, flipkart held a 39.5% market share of india's e-commerce industry.

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In August 2018, U.S.-based retail chain Walmart acquired an 81% controlling stake in flipkart for US\$16 billion.



COMPANY HISTORY

- •Flipkart was founded in October 2007 by Sachin Bansal and Binny Bansal, who were both alumni of Indian Institute of technology
- •Delhi and formerly worked for Amazon. The company initially focused on online book sales with country-wide shipping.
- •Following its launch ,Flipkart slowly grew in prominence; by 2008, it was receiving 100 orders per day.
- •It expanded very quickly over the years acquiring a lot of businesses and finally sold off major stake to Walmart in 2018.

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PHILOSOPHY

VISION

To Become Amazon of India.



MISION

Providing delightful customer experience.



Portfolio of company; Products and services it offers

- The catalogue of products and services on offer on the website and mobile applications range
 - right electronics to appliances,
 - > fashion for men,
 - >women and kids,
 - >ticket booking,
 - >flights booking,
 - >home appliances,
 - >furniture, books,
 - > sports equipments etc.





FLIPKART AND ITS SUBSIDIARIES:

- >Myntra, for fashion
- > Jabong , for fashion
- > PhonePe, online payment channel
- Ekart, logistics and retail
- > Jeeves
- >2GUD









BUSINESS IN NEWS

- Sachin Bansal was awarded entrepreneur of the year 2021-2013 from the Economic
- Times, a leading Indian economic daily newspaper.
- •In September 2015, the two founders entered Forbes India rich list debuting at the 86th position with a net worth of \$1.3 billion each.
- •In april 2016, Sachin Bansal and Binny Bansal were named to time magazine's list of the 100 most influential people.
- •According to a report in November 2014, flipkart was operating through a complex business structure which included nine firms ,some registered in Singapore and some in India.In 2012, flipkart co-founders sold WS retail to a consortium of investors led by Rajeev Kuchhal.



THANK YOU

