



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



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**PRESENT HEAD (CEO) -
KALYAN KRISHNAMURTHY**



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CFO - SRIRAM
VENKATARAMAN



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COMPANY INTRODUCTION

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

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.

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

- 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 2011-2013 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

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