

Background

Having chalked up a registered user base of more than 1 million across the country in less than four years since its inception, Flipkart is considered a pioneer in the field of e-commerce.

Started in 2007 by former classmates at IIT Delhi and later colleagues at Amazon.com, Sachin Bansal and Binny Bansal, the company is fast gaining dominance in product categories like music, video, games, computers, electronics, mobile phones, healthcare and personal product categories.

Flipkart is also the largest online book store in India, with over 11.5 million book titles available. Currently, Flipkart has registered sales of nearly 2.5 million items across all categories and sells more than 20,000 units per day or 14 items per minute.

With path-breaking features like Cash/Card on Delivery, 30 Day replacement policy and EMI options, Flipkart has now made it possible for anyone across the country with internet access to shop online. The Flipkart experience is characterized by the intuitive user interface, free shipping and low prices. As a testimony to the superior customer experience, the company has consistently recorded repeat purchase rates of more than 70%.

Backed by a significant funding of \$31 million, Flipkart is rapidly expanding its network of warehouses, distribution centers, procurement operations and 24/7 customer support teams. The company even has its own delivery network in 13 cities and is set to expand this to 25 cities by next year.

With a team of around 2500 members, the company operates from offices in Bangalore, Mumbai, Delhi, Chennai and Kolkata.

Factsheet

Ranks in the top 60 websites in India*

Book titles available– 11500000

Visits every month – 8000000

Current manpower – Approx. 2500

Items shipped per day – 20000+

Own delivery network – 13 cities

*source: <http://www.alexacom/siteinfo/flipkart.com>

For any press queries please get in touch with us here:

Sukhi R Email: sukhi@aimhighindia.com	Deepansh Agarwal Email: deepansh@aimhighindia.com
---	--

Please visit <http://www.flipkart.com/about-us> to know more.

(Cont'd)

Founders' Profiles



Sachin Bansal, CEO and Co-founder, Flipkart

Sachin spent his early years in Chandigarh. He graduated from IIT-Delhi with a degree in Computer Engineering. In 2006 he joined Amazon.com in India which he later left to set-up Flipkart.

As CEO, Sachin oversees all the customer facing activities of the company ranging from technology to marketing. He is also in charge of Flipkart's corporate divisions which include the finance and legal departments.

An avid gaming enthusiast, Sachin likes to spend most of his free time with his family.



Binny Bansal, COO and Co-founder, Flipkart

Born and raised in Chandigarh, Binny went on to get a degree in Computer Engineering from IIT Delhi. He had a brief stint at Amazon before taking the entrepreneurial plunge with Flipkart.

At Flipkart, Binny oversees all operational activities that come into play from the time the customer places an order till the time of delivery. This spans across divisions like warehousing, logistics and customer support.

A big fan of Salman Rushdie as well as Stieg Larsson's 'Millennium' series, Binny is also passionate about soccer and NBA. An active sportsman, he used to captain his school basketball and soccer teams.