# Initial journey of Flipkart

Sachin Bansal and Binny Bansal, the founders of e-commerce giant Flipkart might seem to be related but are not. Sachin and Binny both attended the same school. After completing their school, both became the alumni of the prestigious Indian Institute of Technology, New Delhi.

Sachin happily applied and joined the Amazon as a Software Engineer, whereas at the same time Binny wanted to join Google. When Sachin found about the Binny’s rejection, he referred him to the hiring team, and hence Binny ended up at Amazon alongside his friend, Sachin. Flipkart was then started as a price comparison website. However, they soon found out the hidden opportunities lying in the e-commerce sector of the overly populated country, India. Also, the decade-old-revolutionary concept of e-commerce was still young to India, which gave Sachin and Binny the optimism of starting an e-commerce start up. Launched back in October 2007 with a mere investment of Rs. 4 lakh (or around $6000), Flipkart is amongst the initial e-commerce start-ups to launch in India. Hence began the now-known e-commerce giant, Flipkart, as an online book retailer.

During an interview, Sachin recalls the initial days of the startup when they use to stand outside the bookstores and hand out “Flipkart bookmarks” to those who purchased the books. Buying books online’ wasn’t something that was accepted widely during 2007. And due to that their offers were rejected by major book vendors. Finally, on the twenty-fourth of October 2007, they got their first order which was one of the John Wood’s books titled “Leaving Microsoft to change the world.” First sale and a few successes later, in 2012, Flipkart reported a loss of more than 280 crore INR which unquestionably is a hardship for any e-commerce start-up.

All in all, Flipkart founders had to face many hardships before making it into a multi-billion dollar brand.

# How did Flipkart grow? Explain major growth hacks used by Flipkart to grow their user base and revenue exponentially.

Their first funding as an e-commerce startup was of $1 million by a venture capital fund, Accel India.  One of the primary reason for the company’s success is their initialization of COD(Cash on Delivery). Due to this option, reluctant customers were satisfied to buy products online.

In March 2013, Flipkart hit the mark of $1 billion in sales and became the only e-commerce brand to reach the milestone in India.

On 6th of October, 2014, the famously known “Big Billion Day by Flipkart” was first held. On that day, Flipkart sold products worth $97 million in 10 hours which made history in the e-commerce domain. During this journey of strong sales, significant fundings, and extreme hardships, Flipkart managed to acquire many of its competitors such as Myntra, Jabong, Letsbuy, etc. which is one of the principal reasons of company’s success.

Every step of Flipkart, whether good or bad, has led it to the giant it is today. And it deserves every ounce of the success.

few ideas for Flipkart to continue their growth phase for the next few years.

Flipkart is all set to be acquired at a total valuation of more than $12 billion by Walmart. The future of this tech giant depends on this acquisition. Additionally, Amazon is steadily trying to lead the chart. After failing to Alibaba in China, Amazon is trying every possible trick-in-the-bag to dominate the market with a potential of 1.3 billion customers. Whatever it may be, but Flipkart is still the leader of e-commerce in India. Let’s see how far the Amazon’s investment of $5 billion in the Indian market goes.