

Flipkart Foundation and CanKids KidsCan Launch 'Nutrition for Hope' to Provide Nutritional Support for Children Undergoing Cancer Treatment

- *The initiative benefits 750+ children across five hospitals in Kolkata and Delhi through comprehensive nutrition packages*
- *The project aims to improve treatment outcomes and quality of life by integrating nutritional support into the pediatric cancer care pathway*

Bengaluru – July 23rd, 2025: Flipkart Foundation, the charitable arm of the Flipkart Group, has collaborated with CanKids KidsCan, a national NGO working on childhood cancer care, to launch the 'Nutrition for Hope: Empowering Children with Cancer through Nutritional Support' programme. This initiative aims to provide critical nutritional support to children undergoing cancer treatment. Focused on Five hospitals across Kolkata and Delhi, the project is designed to tackle malnutrition, and thereby support better recovery outcomes for pediatric patients.

The intervention will be implemented across key hospital units including SSKM Hospital, Medical College Kolkata, and Chittaranjan National Cancer Institute in Kolkata, along with the Institute Rotary Cancer Hospital at AIIMS, and Safdarjung Hospital in Delhi. Through these centers, over 750 children aged 0-19 will receive customized ration kits and professional dietary counselling, based on assessments by healthcare practitioners. The project is designed to complement medical treatment by integrating nutritional care directly into the patients' treatment plans, with a focus on reducing complications, preventing re-admissions, and improving overall quality of life.

Speaking on the collaboration, **Sarah Gideon, Vice President - Corporate Affairs, Flipkart**, said, *"At Flipkart Foundation, we recognize the unimaginable challenges faced by children battling cancer and the families who support them. Proper nutrition plays a vital role in helping these children endure treatment and regain strength. Through this partnership with CanKids KidsCan, we hope to ease a small part of that burden by ensuring they receive the nourishment and care they deserve. This is not just about food, it's about dignity, healing, and standing by those who need it most."*

Vaibhav Dayal, Chief Executive Officer, CanKids KidsCan, added, *"We are pleased to have partnered with the Flipkart Foundation to provide nutritional support to children with cancer. This collaboration is a significant step in our shared commitment to making a positive impact on these children's lives. We look forward to a fruitful partnership with Flipkart Foundation, and we are excited about the potential of what we can accomplish together."*

To ensure accountability and impact, progress under the programme will be monitored through biometric indicators such as weight and BMI. Families will also receive guidance to help them reinforce nutritional practices at home. This initiative reflects the shared mission of both organizations to support vulnerable communities through sustained, patient-centric care.

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Cleartrip and super.money.

Established in 2007, Flipkart has enabled millions of sellers, merchants, and small businesses to participate in India's digital commerce revolution. With a registered user base of more than 500 million, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, there are over 1.4 million sellers on the platform, including Shopsy sellers. With a focus on empowering and delighting every Indian by delivering value through technology and innovation, Flipkart has created thousands of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart has pioneered services such as Cash on Delivery, No Cost EMI, Easy Returns, and UPI. These customer-centric innovations focus on enhancing digital payment offerings for all customers while making online shopping more accessible and affordable for millions of Indians.

For more information, please write to media@flipkart.com

About CanKids KidsCan

Founded in 2004 by Poonam Bagai, herself a cancer survivor, CanKids KidsCan, the National Society for Change For Childhood Cancer in India partners with hospitals, medical professionals, and state governments to enable access and best standards of treatment, care and support across 60 cities and 22 states of India. Catering to childhood cancer patients from primarily underprivileged families, CanKids is present in 141 hospitals across India. Through their signature program YANA (You Are Not Alone) - CanKids provides drugs and diagnostics support, patient transport, accommodation through Home Away from Homes, blood support, nutrition and hygiene counseling, supplements, rations, education and counselling support.