

# Flipkart

Online retail company



Flipkart is an e-commerce company headquartered in Bangalore, Karnataka, India, and registered in Singapore. The company initially focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products.

The service competes primarily with Amazon's Indian subsidiary and domestic rival Snapdeal. As of March 2017, Flipkart held a 39.5% market share of India's e-commerce industry. Flipkart has a dominant position in the apparel segment, bolstered by its acquisition of Myntra, and was described as being "neck and neck" with Amazon in the sale of electronics and mobile phones. Flipkart also owns Phone Pe, a mobile payments service based on the Unified Payments Interface.

In August 2018, U.S.-based retail chain Walmart acquired an 81% controlling stake in Flipkart for US\$16 billion, valuing Flipkart at around \$20 billion.

Owners: Sachin Bansal & Binny Bansal

CEO: Kalyan Krishnamurthy

Revenue: 43,615 crores INR (6.1 billion USD)

No. of Employees: 36,000(Recent)

Subsidiaries: Myntra, Jabong.com, Phone Pe, E-kart, Jeeves, 2GUD

Clients: Large e-commerce users more than 200 million

Competitors: Amazon, Snapdeal, Alibaba

Products: Mobiles, Laptops, Mobile & Laptop Accessories, Books, Furniture, Games, 4K TV, Consoles, Watches, Sportswear, Shoes, Home Appliances.

Headquarters: Bangalore, Karnataka, India