FLIPKART

PRODUCT BASED COMPANY

SUBMITTED BY

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BRIEF ABOUT FLIPKART

- **Flipkart is a company providing an e-commerce marketplace offering consumer products including books, media, consumer electronics, lifestyle, and personal and healthcare products.**

- **The company provides services like cash on delivery and 30-day replacement policy. It also offers an in-a-day guarantee and same-day-guarantee, as well as an annual subscription service, Flipkart First.**

- **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.**
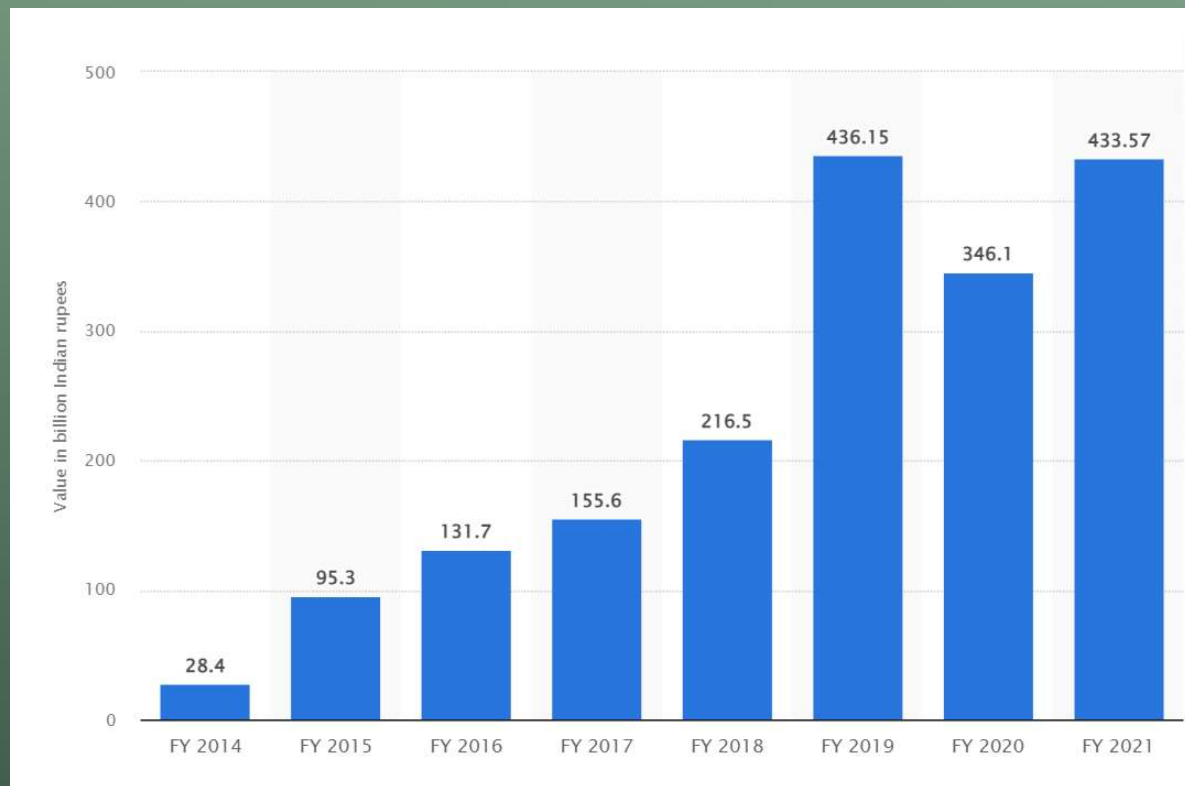
YEAR OF EXISTENCE WITH HISTORY

History: Flipkart started as an online bookstore in October 2007. The founders Sachin Bansal and Binny Bansal left their jobs at Amazon.com to launch their own company. It was a risky move, since the e-commerce sector in India was mostly non-existentat that time and there was no certainty about its future. However, the founders took the risk and now it has turned out to be a huge success. One of the major problems that Flipkart tackled during its initial years was online payments. At that time, people in India were averse to make online payments to a virtual store. Flipkart solved the problem by launching its 'Cash on Delivery' service, which helped build confidence among online buyers. In 2013, the company created a record by selling one lakh books on a single day. In 2016, Flipkart had crossed the 100 million mark in registered customers.

COUNTRY OF ORIGIN & COUNTRIES FOR BUSINESS

- **Flipkart is an Indian e-commerce company, headquartered in Bangalore, and incorporated in Singapore as a private limited company.**

- **As of now, Flipkart doesn't deliver items internationally. You will be able to make your purchases on our site from anywhere in the world with credit/debit cards issued in India and 21 other countries, but please ensure the delivery address is in India.**

Revenue as per the NSE/ NYSE (Last 5 years)

- Total Revenue In 2017 Was That Of Rs 15560 Crore.
- Total Revenue In 2018 Was That Of Rs 21650 Crore.
- Total Revenue In 2019 Was That Of Rs 43615 Crore.
- Total Revenue In 2020 Was That Of Rs 34610 Crore.
- Total Revenue In 2021 Was That Of Rs 43357 Crore.

Leadership Hierarchy of the Company

- Sachin Bansal, Co-founder and Executive Chairman.
- Binny Bansal, Co–founder of Flipkart
- Kalyan Krishnamurthy serves as the CEO / President of Flipkart.
- Anand Lakshminarayanan serves as the Vice President of Flipkart.
- Mayur Datar serves as the Chief Data Scientist, VP of Engineering of Flipkart.
- Krishnendu Chaudhury serves as the Principal Scientist and Head of Image Sciences of Flipkart.

Employee Base of flipkart

Name	Position	Location
Ajit Singh	Senior Manager II	Dubai
Mayur Datar	Senior Vice President	California, USA
Aakriti Agarwal	Director	Bangalore, Karnataka
Aneesh Adasan	Senior Tax Manager	Mumbai Metropolitan
Anusua Trivedi	Director Applied Science	Washington, USA
Kannan Ganesan	Vice President	Bangalore Urban,Karnataka
Aditya Limaye	Manager - Business Development	Bengaluru, Karnataka

Rankings of the Flipkart(Walmart) (Forbes Fortune 500 etc.)

- Forbes (Walmart)   23rd rank (Global)

- Fortune (Walmart)   1st rank (Global)

- Linkedin   22nd rank (india)

- Greatplacetowork   11th rank (India)

- Similarweb   94th rank (global)

Technologies used in the Company

Flipkart uses 47 technology products and services. Flipkart is actively using 111 technologies for its website, according to BuiltWith. These include Viewport Meta, IPhone / Mobile Compatible, and Google Font API.

- **HTML5**
- **Google Analytics**
- **javascript**
- **jQuery,**
- **Microsoft Azure**
- **Hazelcast**
- **artificial intelligence (AI)**
- **machine learning (ML)**
- **internet of things (IoT)**
- **robotics**

Major Products of the Flipkart with Clients

The Company provides books, movies, music, games, consoles, televisions, mobiles, digital cameras, computers, network components, software, peripherals, apparel, shoes, and kitchen appliances.

- **MarQ**

- **Perfect Homes**

- **Billion**
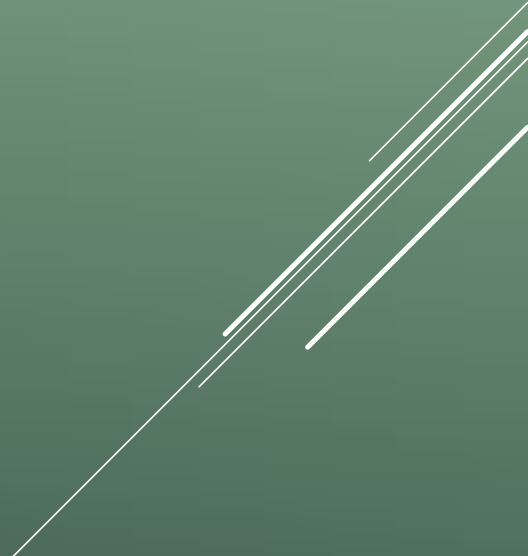
- **Walmart**

- **Smart-Buy**

Major Services by the Flipkart with Clients

- Flipkart Online Services Private Limited owns and operates e-commerce website. The Company provides books, movies, music, games, consoles, televisions, mobiles, digital cameras, computers, network components, software, peripherals, apparel, shoes, and kitchen appliances.

- **Flipkart EMI Payment Option,**

- **On-Time Delivery Sevices (Ekart)**

- **Return & Exchange Policies**

- **Online Health Services (Flipkart Health+)**

- **After Sales Services**

- **Online payment Services (PhonePe)**

- **Global online Travel Services (Cleartrip)**

Operational Verticals Of The FLIPKART With Clients

- Social Commerce

- Venture Shopsy

- Recommerce Business

- Travel Platform Cleartrip

- Logistics

- Customer Supports

- Warehouse

Roles you are interested with flipkart

- Engineering Manager.

- Software Development Engineer.

- Architect.

- UI Engineer.

- Assistant Manager.

- Site Reliability Engineer.

- IT Analyst.

Packages offered by Flipkart for roles

- Engineering Manager.   :   69.4 Lakh/year

- Architect.   :   82 lakh/year

- Software Development Engineer I.   :   23.5 Lakh/year

- UI Engineer.   :   23.8 Lakh/year

- Assistant Manager.   :   10.5 lakh/year

- Site Reliability Engineer.   :   11 Lakh/year

- IT Analyst   :   8 Lakh/year

Visits Flipkart Gave To LPU Campus

YES

Pros & Cons of the Flipkart

Pros

- Flipkart is really India's largest online mega store. They have huge number of products in multiple categories.

- Flipkart has tie ups with multiple courier services and hence can deliver most of the products to most of the areas in time.

- Flipkart offers good discounts on many available of the products which you hardly find on other websites.

- Flipkart sells only good quality, branded and non-damaged products only.

Cons

They deliver products only in India. No service available outside India even if you are willing to pay extra money.

One of the major complaints I have been hearing recently is their service. Sometimes, the products are delivered but the packages are empty making the customers stunned

The service is not upto the mark in villages when compared to the urban areas.

The minimum order for free home delivery is increased to 500/- recently while some other sites are doing it for lesser than that

List of the references weblinks, articles etc.

- https://en.wikipedia.org/wiki/Flipkart

- https://www.linkedin.com/company/flipkart/?originalSubdomain=in

- https://www.youtube.com/results?search_query=flipkart+company

- https://www.ambitionbox.com/salaries/flipkart-salaries/engineering-manager