

Business Requirements Document (BRD) for Flipkart E-Commerce Platform Enhancement Project

Product overview	
Overview	<p>Flipkart is India's leading e-commerce marketplace with 200M+ registered users and 14L+ sellers (as of Dec 2025). The platform offers 150+ million products across Electronics, Fashion, Home, Grocery, Flights, and hyperlocal quick commerce (Flipkart Minutes).</p> <p>This enhancement project focuses on the web platform (desktop + mobile web) to improve conversion, reduce cart abandonment, strengthen seller tools, and roll out 2025 flagship features such as Flipkart Immerse (multi-modal AI search), Flipkart Black subscription, video commerce, and AI-driven personalization.</p>
Target date	Phase 1 Go-Live: 15 May 2026 Big Billion Days 2026 Readiness: 30 Sep 2026
Document status	DRAFT (v3.1 – User Story format)
Team members	<ol style="list-style-type: none">1. Product Owner: Rajesh Kumar2. Tech Lead: Himanshu Chauhan3. UX Lead: Vikram Singh4. QA Lead: @Deep Kateliya5. Project Manager: @rahulabhaykamat6. Business Stakeholders: Flipkart Growth, Seller Success, Payments, Logistics teams
Quick links	
Designs	
Loom demo	

🎯 Objective

Deliver a faster, more personalized, and conversion-optimized Flipkart web experience while empowering sellers with AI-assisted tools and providing a seamless loyalty journey via Flipkart Black & SuperCoins.

📊 Success metrics

Goal	Metric	Target
Increase conversion rate	Overall web CVR	$\geq 5.5\%$
Reduce cart abandonment	Cart abandonment rate	$\leq 38\%$
Improve mobile-web speed	Page load time (P95)	$\leq 1.8\text{ s}$
Seller efficiency	Avg time to list a new product	$\leq 8 \text{ min}$
Loyalty engagement	% of orders using SuperCoins/Black benefits	$\geq 25\%$
Peak event readiness	Zero critical incidents during BBD 2026	100% uptime

🤔 Assumptions

- Third-party payment gateways (Razorpay, PayU) will maintain $\geq 99.9\%$ uptime
- Logistics partners (Ekart, Delhivery) will provide real-time tracking APIs
- Users are on modern browsers (Chrome 100+, Safari 16+, Edge 100+)
- Flipkart Minutes is available in 50+ cities at launch
- Compliance with DPDP Act 2023 & GST regulations is handled by Legal team

🌟 Milestones

- Requirements Sign-off – 28 Feb 2026
- Design Freeze – 31 Mar 2026
- Development Complete – 30 Apr 2026
- UAT Complete – 10 May 2026
- Go-Live (Phase 1) – 15 May 2026
- BBD 2026 Hardening Complete – 15 Sep 2026

📋 Requirements

Requirement	User Story	Importance	Jira Issue	Notes
User registration & login	As a new/guest user, I want to register/login via phone/email/OTP/Google/Facebook/biometric hints so that I can access personalized features quickly	HIGH	FLIP-1001	OTP 60s expiry, max 5 resends/day
Profile management	As a registered user, I want to manage addresses (up to 10), saved payments,	HIGH	FLIP-1002	Geo-validation on addresses

	and preferences			
Homepage & navigation	As a shopper, I want a fast-loading homepage with personalized banners, category navigation, and Flipkart Minutes toggle	HIGH	FLIP-1003	Load <1.8s, language toggle EN/HI
Multi-modal search (Immerse)	As a shopper, I want to search using text, voice, image, or video with auto-suggestions and filters	HIGH	FLIP-1004	Sponsored results clearly labelled
Category browsing & filters	As a shopper, I want rich category pages with 65+ filters and trend sections	HIGH	FLIP-1005	Persist filters across pages
Product Detail Page	As a shopper, I	HIGH	FLIP-1006	AR for fashion &

(PDP)	want an immersive PDP with 360° images, AR preview, video, specs, reviews, and variant selection			furniture
Wishlist	As a registered user, I want to add/remove items to wishlist with price-drop alerts	MEDIUM	FLIP-1007	Cross-device sync, max 500 items
Shopping Cart	As a shopper, I want to view/edit cart, apply coupons/SuperCoins, and save items for later	HIGH	FLIP-1008	Real-time total calculation, persist 45 days
Checkout & Payments	As a shopper, I want a fast, secure checkout with 20+ payment options	HIGH	FLIP-1009	End-to-end <2 min, inventory lock on payment start

	including BNPL & COD			
Order tracking & returns	As a shopper, I want to track orders in real time and initiate returns/cancellations	HIGH	FLIP-1010	Return window 7–30 days based on category
Flipkart Black & SuperCoins	As a shopper, I want to earn/redeem SuperCoins and enjoy Black benefits (5% cashback, exclusives)	HIGH	FLIP-1011	Coins expiry 6 months
Seller onboarding	As a seller, I want to onboard in <10 min using GSTIN & bank auto-verification	HIGH	FLIP-1012	Video KYC fallback
Seller product listing	As a seller, I want to list products via bulk CSV or AI-assisted single listing with video support	HIGH	FLIP-1013	AI title/image suggestions

Seller inventory & order management	As a seller, I want to manage stock, process orders, and handle returns in one dashboard	HIGH	FLIP-1014	Fulfilment by Flipkart (FBF) integration
Seller payments & analytics	As a seller, I want T+7 settlements with detailed P&L reports and performance analytics	HIGH	FLIP-1015	100% settlement accuracy
Customer support	As a shopper/seller, I want AI-powered chat, FAQs, and ticket system for quick resolution	MEDIUM	FLIP-1016	AI resolves ≥70% queries

⚠ Out of Scope

- Native mobile apps (Android/iOS) – handled by separate mobile team
- Backend ML model training for Immerse
- Physical store integrations
- International expansion

Design

Figma [File: https://figma.com/flipkart-2026](https://figma.com/flipkart-2026)

Key screens: Homepage 2026, Immerse Search, PDP 2.0, Checkout Flow, Seller Dashboard v5

Open questions

Question	Answer	Date Answered
Will Flipkart Black include YouTube Premium in 2026?	Yes – confirmed with Partnerships team	10 Dec 2025
Maximum video length for seller PDP uploads?	60 seconds	12 Dec 2025
Will BNPL partners require additional KYC for limits >₹50k?	Yes – LazyPay & Simpl confirmed	15 Dec 2025
Can guest users redeem SuperCoins?	No – login required	16 Dec 2025

Reference Links

- Flipkart 2025–26 Roadmap Deck
- “How India Shops Online 2025” – Bain & Flipkart Report
- Flipkart Immerse Tech Spec
- Seller Success Playbook 2026
- Payments Orchestration Architecture (internal)