



Flipkart introduces 'Industry-first Flex Benefits' for its diverse workforce

- *A first for any e-commerce organisation in India, the benefits have been designed to be universal and inclusive*
- *To transition from a fixed one-size-fits-all approach to a flexible approach, allowing employees choice in designing their own benefits package*
- *Offers coverage for LGBT couples, choice of additional child care or parent care coverage and more options for single employees*
- *Inclusive of elder care, child care and other multiple enhanced benefits covering surrogacy, mental well-being, gender reassignment surgery*

Bangalore, 18 June 2019: Flipkart, India's leading e-commerce marketplace, has spearheaded another path-breaking initiative by introducing its new inclusive benefits program - *FlexBen 2019*, for its employees. The initiative is a result of an engagement survey conducted with the employees, to understand their preferences, and aims to provide them the freedom to choose benefits based on their individual needs, including both insurance and non-insurance options. A company survey revealed that around 50% of Flipkart employees choose benefits and policies as an important attraction and retention driver.

The FlexBen program, in its first year, will introduce significant enhancements to the already best-in-class health and well-being programs offered by Flipkart, by incorporating benefits that address the ever-evolving needs of the diverse workforce. The program is designed in a manner that addresses recent employee requests where 20% employees asked for more flexibility in benefits and 10% asked for wellness centres and gym benefits.

Flipkart is a strong advocate of positive work culture and employee-first initiatives; with this being another move in that direction.

"We know that our success as a company depends on the success and satisfaction of our employees. Recognizing the fact that today's workforce is diverse and can have varied personal and professional needs, we have recently introduced the FlexBen program, which is specifically crafted based on feedback from our employees. The program will offer greater flexibility and choice in selecting and funding employee benefits, allowing them to customize their benefits package based on their individual needs. The FlexBen program is universal and inclusive as it provides benefits coverage equally to all employees. For example, through this plan we offer coverage for LGBT couples, choice of additional child care or parent care coverage and more options for single employees. Our FlexBen program is designed to give each employee the freedom of choice and is another step forward in creating a diverse and inclusive workplace. We are proud to be not only the first e-commerce organisation in the country to lead this initiative but also to be one of the first few companies in India to do this." - **Smriti Krishna Singh, Chief Human Resources Officer at Flipkart**



Flipkart values employee feedback tremendously and designs its policies to help them excel at work place. It has been ranked number 1 in LinkedIn's 2019 'Top Companies' survey. In the last four years Flipkart has topped the rankings, having been named number 1 in 2016 and 2017 previously.

About Flipkart

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Jabong, and PhonePe.

Launched in 2007, Flipkart has enabled millions of consumers, sellers, merchants and small businesses to be a part of India's e-commerce revolution. With a registered customer base of over 150 million, offering over 80 million products across 80+ categories, Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians. Together with Myntra and Jabong, which hold prominent positions in the online fashion market, and PhonePe, India's fastest growing digital payments platform, the Flipkart Group is steering the transformation of commerce in India through technology.

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