



Flipkart hosts #Include, a product and tech conference focused on 'Building for Bharat'

The conference witnessed participation by prominent industry leaders, discussing the role of women in building products for the Indian market

Bengaluru - November 23, 2019: Flipkart, India's leading e-commerce marketplace today organised a conference on building innovative solutions for the Indian market titled #Include - 'Building for Bharat'. Industry leaders including Jeyandran Venugopal - Chief Product and Technology Officer, Flipkart, Sairee Chahal - Founder of SHEROES, Kunal Shah - Founder and Chief Executive Officer of CRED, and Anuj Rathi - Vice President of Product, Revenue and Growth, Swiggy, led discussions during the course of the day, which saw participation by over 200 attendees. The event brought together a peer-group of innovators who shared their key insights and learnings in building products for Bharat and their respective growth journeys .

The event was organised in collaboration with Women In Product, a San Francisco-based non-profit organisation, which equips women to thrive in product careers at all levels. While the event provided attendees with an opportunity to learn, share their experiences and develop connections, the aim was to start a dialogue on the role and contributions of women in the field of product and technology, and the need for organisations to adopt core inclusivity in the ecosystem.

Speaking about the role of women in 'Building for Bharat', **Smriti Krishna Singh, Chief Human Resources Officer at Flipkart** said, *"At Flipkart, we are committed to empowering women across the e-commerce ecosystem. From tech and engineering to our marketplace itself, we make a concerted effort to boost the participation of women. Our marketplace platform is home to thousands of women entrepreneurs, with many working out of their homes, and we undertake several initiatives to make them a key part of our e-commerce journey as we build for Bharat."*

"The #Include-'Building for Bharat' event brought together industry leaders to share their experiences and outline their vision on the role technology will play in solving for Bharat. The collaboration with Women in Product gives us a chance to initiate a dialogue and exchange ideas on how we can encourage women in India to further participate in technology and innovation, and make them an integral part of this endeavour to build solutions for the Indian market," said **Jeyandran Venugopal, Chief Product and Technology Officer (CPTO) at Flipkart.**

Women in Product Chief Executive Officer, Elizabeth Ames, said, *"Women represent an untapped opportunity for companies to increase innovation and insight within product teams. We are delighted to collaborate with Flipkart in highlighting their skills, successes and leadership."*



As an equal opportunity employer, Flipkart has invested in more women representation across functions including its supply chain operations, delivery roles (wishmasters) and the women leaders in product and technology. Flipkart has various learning programs such as INSPIRED, a platform for women engineers to network and learn what's breaking edge in technology and 'Girls Wanna Code', a campus initiative to attract more women engineers through hackathons and case challenges. Flipkart's work policies reflect the company's efforts to create a progressive work environment that drives inclusion and innovation.

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 200 million, offering 150 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

About Women In Product

Women In Product is a non-profit organization started in 2016 by a group of women tech product leaders as a way to connect women in the product field while also advocating for a more diverse workforce. The organization has 27 local chapters worldwide and connects with over 28,000 women in product roles annually.

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