



Flipkart onboards gaming startup Mech Mocha to strengthen its gaming strategy

Bengaluru - November 3, 2020: Flipkart, India's homegrown e-commerce marketplace, today announced that it has strengthened its gaming strategy through the acquisition of Intellectual Property from Mech Mocha, a mobile gaming startup that runs India's first live-social gaming platform 'Hello Play'. In addition to the acquisition of the company's IP, Mech Mocha's skilled gaming team will also join Flipkart as the company continues to focus on developing new and innovative formats to engage with users on its platform.

Social mobile gaming is seeing massive growth and adoption in India, as socially distanced consumers are looking for ways to connect with friends and family over fun casual games. Mech Mocha's gaming platform is uniquely placed to capture this growth. The platform today is in seven Indian local languages and has over 10+ games including popular Indian multiplayer games such as Ludo, Carrom, Snakes & Ladder and Cricket.

Co-founded by Arpita Kapoor and Mohit Rangaraju, Mech Mocha has been backed by top tier investors including Accel Partners, Blume Ventures and Shunwei Capital. As the Mech Mocha team joins Flipkart, they will focus on scaling Flipkart's gaming efforts under the leadership of Prakash Sikaria, Vice-President at Flipkart.

Arpita Kapoor, Co-Founder & CEO, Mech Mocha, said, "With Vocal for Local being the focus for digital apps across the nation, this strategic backing of Flipkart provides us an opportunity to be part of a larger ecosystem that helps us create unique social gaming experiences for Indian users. We look forward to being a part of the Flipkart ecosystem and leveraging the Flipkart Cloud Platform, Super Coins, Reward store and Flipkart Ads platform to strengthen the platform for our users."

Prakash Sikaria, Vice-President, Flipkart, said, "At Flipkart, we are focused on providing consumers with an opportunity to access great products and content while giving them an engaging experience. We see many first-time e-commerce users come online through formats such as video and games, as they build familiarity with the medium. Our observations of Flipkart



GameZone, reflect this trend as we see a strong correlation between casual gamers becoming early shoppers on Flipkart for their digital journey. Through this transaction, we will strengthen our capabilities in the gaming domain with access to Mech Mocha's IP, games and talented team that will help us accelerate our efforts in this space.”

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, and PhonePe. Started 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 250 million, offering over 150 million products across 80+ categories. Our efforts to democratize e-commerce in India, drive access and affordability, delight customers, create lakhs of jobs in the ecosystem and empower generations of entrepreneurs and MSMEs has inspired us to innovate on many industry firsts. The recent launch of Flipkart Wholesale, our new digital marketplace, is a testament to our commitment to accelerate the growth of kiranas and MSMEs in India. 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, which holds a prominent position in the online fashion market, PhonePe, India's fastest growing digital payments platform, and now Flipkart Wholesale, the Flipkart Group will continue to steer the transformation of commerce in India through technology.

For more information, please contact media@flipkart.com.