



## **Flipkart Group Acquires Augmented Reality Company Scapic to enhance user experience**

*Invests in Augmented Reality, Virtual Reality and 3D Content capabilities as consumers seek deeper engagement online*

**Bengaluru - November 17, 2020:** The Flipkart Group today announced the acquisition of Scapic, an Augmented Reality company, to enhance its immersive shopping experience capabilities. Scapic is a cloud-based platform which enables creation and publishing of Augmented Reality (AR) and 3D content, currently serving clients across e-commerce and marketing.

With the pandemic bringing about a change in consumer behaviour and an increase in online adoption, Flipkart has been focusing on enhancing consumer experiences through several investments, including strengthening technology capabilities. In addition to providing local language interfaces on its platform for consumers across the country, the company also recognises the Indian consumers' preference for experiences that replicate the tangible shopping process.

Through the acquisition of Scapic, the Flipkart Group will acquire a 100% stake in the company and welcomes onboard a talented team of experienced developers and designers. This team will work towards accelerating the company's efforts to provide deeper camera experiences, virtual storefronts and new opportunities for brand advertising on its platform.

Speaking on the investment, **Kalyan Krishnamurthy, CEO, Flipkart Group**, said, "At the Flipkart Group we are focused on providing Indian consumers experiences that make shopping online a seamless and more enjoyable experience. This year has accelerated online adoption - be it education, communication or shopping, as people prioritise health and safety. As we make investments that focus on developing and nurturing the retail ecosystem, we are also committed to making our platform easier to navigate and richer for consumers in terms of content and experience. I welcome the Scapic team to Flipkart as we continue our efforts to provide deeper value to our customers."



**V K Sai Krishna & Ajay P V, Co-Founders, Scapic**, said, “Today, we buy more online than we ever have, and it has only accelerated this year. Customers now require better visuals than ever before. Scapic is building visual technology that brings products to life using Augmented Reality and 3D. Advancements by the Scapic team in the field of AI, Computer Vision and AR have made this change possible. Scapic’s no-code platform helps create immersive experiences across categories such as fashion, furniture & electronics. We are deeply excited about the opportunity that is being presented to scale this up further and make millions of shoppers in India experience the potential of Augmented Reality.”

### **About Scapic**

Scapic is a no-code platform for brands and eCommerce entities to build AR, VR and 3D shopping experiences. Scapic’s SaaS platform turns ecommerce visuals into immersive product experiences. The company aims to democratize Extended Reality in eCommerce and drive a new generation of product visuals and experiences. Scapic has deployed their no-code platform for several global brands and commerce stores resulting in significant increases in conversions and rise in user engagement. Scapic’s mission is to make technologies like Augmented Reality accessible for millions of Indians and make the camera the next frontier for commerce.

Scapic was founded in 2017 by Sai Krishna V K & Ajay P V and is based out of Bangalore and were recently adjudged the winners of the National Startup Awards 2020, in the Industry 4.0 – AR category.

### **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.

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