



## Flipkart announces 'FlipMarch' initiative to onboard Army veterans in its workforce

- *Aimed at close collaboration with the Defence forces to offer its ex-personnel a thriving career in e-commerce*
- *Partnership with Army Welfare Placement Organisation (AWPO) to help identify and onboard selected personnel in various roles*
- *Ex-Army personnel to be onboarded across the value chain including corporate and supply chain roles and to be provided training and guidance*

**Bangalore – November 26, 2020:** Flipkart, India's homegrown e-commerce marketplace, today announced its collaboration with the Armed forces with the launch of 'FlipMarch' initiative to onboard ex-Army personnel across its value chain. As part of the initiative, Flipkart has partnered with the Army Welfare Placement Organisation (AWPO) to identify and onboard selected candidates in roles across the organization.

Under this initiative, selected personnel will be offered customized induction, sensitization programs, and curated learning programmes to enable a seamless transition and help them learn the nuances of the various corporate job roles. Flipkart's hiring of ex-servicemen will help provide opportunities to new career paths and offer more options post serving in the Armed forces.

**Commenting on this initiative, Krishna Raghavan, Chief People's Officer, Flipkart** said, "Flipkart is a socially responsible organization which works towards the development of the society and its stakeholders. We have several ex-members of the Armed forces leading important charters here at Flipkart, and we are delighted to announce FlipMarch to take this initiative ahead. The loyalty, discipline and risk-taking ability of the members of the Armed forces are of great value to Flipkart and will play a crucial role in building a robust organization".

**Major General Deepak Sapra, Managing Director, AWPO** said, ""This partnership brings together two influential service providers serving the nation - a leading homegrown e-commerce marketplace and another providing opportunities to Indian Army Veterans. This Agreement between Flipkart and AWPO also exemplifies the dedication of both the organisations in leveraging each other's strengths and providing meaningful opportunities to the army veterans. We look forward to a continued relationship with Flipkart."



According to AWPO, over 50,000 personnel retire every year in the age bracket of 30-40 years who are well trained in multiple aspects of logistics, workforce management, crisis handling, making them an ideal choice for large organizations.

**Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart** said, “Flipkart understands the importance of bringing together stakeholders as we move ahead in building a more responsible corporate culture. The inclusion of ex-Army personnel in our workforce stands as a testimony to our commitment towards the armed forces and will set the tone for a long-standing relationship. Their assimilation into our value chain will enable us to become more agile with their ability to make quick decisions and deliver results in a constantly evolving environment.”

Flipkart currently has numerous ex-Army personnel in its workforce deployed across corporate offices, supply chain operations and security management and play a key role in the day-to-day functioning of the company. With its over 12,000 strong workforce at corporate offices and nearly 1.8 lakh employed in our supply chain, Flipkart offers a unique opportunity to work in a fast-paced environment across a diverse set of business functions.

### **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 300 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 have 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](mailto:media@flipkart.com)**