

Flipkart announces finalists of its first-ever startup accelerator program “Flipkart Leap”

- Eight startups selected from 920 applications across five categories
- The finalists will undergo a 16-week mentorship program and receive an equity-free grant of USD 25,000

Bengaluru – January 12, 2021: Flipkart, India’s homegrown e-commerce marketplace today announced the finalists of the first cohort of its startup accelerator program, Flipkart Leap. The company launched the program in August 2020 to help new and upcoming startups grow, scale, navigate challenges, and contribute to India’s growing entrepreneurial ecosystem, thereby boosting the Government’s ‘Startup India’ campaign. After a rigorous four-stage process, eight (8) finalists were shortlisted from among more than 920 applicants across five categories: *Design & Make for India; Innovations in Digital Commerce; Technologies to Empower Retail; SCM & Logistics; and Enabling Deep Tech Applications*. The eight cohort companies are ANS Commerce, Entropik Tech, Fashinza, Gully Network, Piggy, Tagbox Solutions, Unbox Robotics, and Wolkus Technology.

These shortlisted startups will now undergo a 16-week mentorship program conducted by a team of Flipkart leaders and various industry experts. The mentorship program has been crafted to provide knowledge of Venture development and secure partnerships for the selected startups under two separate tracks. While the first track will include one-on-one business and technical mentorship, masterclasses, and networking sessions focused on venture development, through tools and best practices for building a scalable business in India, the second track will help the startups explore partnership opportunities with relevant business units at Flipkart. In addition, the finalists will receive an equity-free grant of USD 25,000 each.

Naren Ravula, VP, Product Strategy and Deployment at Flipkart said, *“With Flipkart Leap, we aim to nurture promising startups and help them create compelling solutions for customers and bring value to the industry. The quality of the startups and the number of applications we received have been encouraging. We look forward to working with the eight startups, mentoring them and supporting them through industry exposure and strategic partnerships.”*

About the shortlisted finalists:

ANS Commerce	A full-stack e-commerce enabler for online brands. It provides end-to-end solutions that include brand store tech platform, performance marketing, marketplace management and e-commerce warehousing and fulfillment.
Entropik Tech	India’s first Emotion AI company. It has patented technologies that help brands measure the cognitive and emotional response of consumers towards product experiences, media campaigns and brand content, thereby unlocking consumer behavioral insights for brands to deliver superlative experiences.
Fashinza	A managed marketplace that is democratizing global fashion manufacturing to help brands become more agile, demand-driven and profitable. It allows fashion brands across the world to access

	manufacturing capacity on-demand and assists them from design to delivery.
Gully Network	A tech-enabled retail network for mid-size grocery stores. It partners with existing grocery stores and transforms them into GULLYMART franchise stores with a view to improve income and enable end-to-end automation.
Piggy	A startup that enables a modern banking experience for Indian consumers by offering a personal finance hub that combines payments, credit, investments, insurance, and more. The company focuses on savings and has in-built automatic wealth management.
Tagbox Solutions	A startup that provides supply chain monitoring solutions using IoT, ML and AI to help organizations solve problems related to product quality and compliance, traceability, and operational efficiency. It provides an array of services to F&B, pharma and hi-tech/industrial companies.
Unbox Robotics	Builds a plug-and-play system of AI-powered mobile robots that sort packages in vertical space and improve personnel productivity fivefold in less than 50-70% of the area required by existing methods. It has already onboarded some of the leading logistics and e-commerce players in Indian and overseas.
Wolkus Technology (Fasal)	An IoT-based AI-powered intelligence platform for horticulture crops. It captures real-time data on conditions from on-farm sensors and delivers farm-specific, crop-specific and crop-stage-specific actionable recommendations to farmers over mobile phones in vernacular languages through the “Fasal” app.

About the Flipkart Group

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