

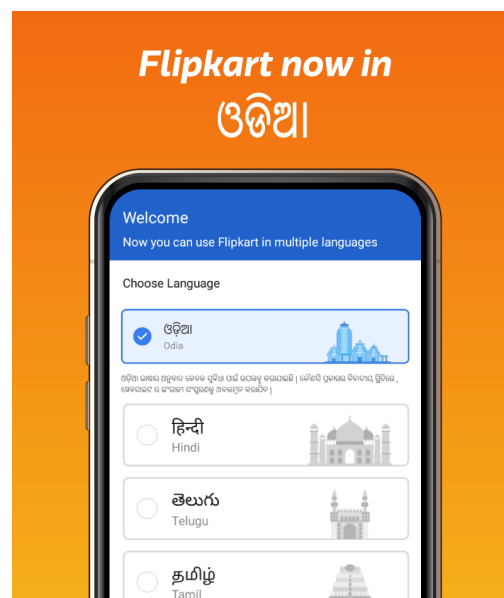


Flipkart now available in Bengali and Odia

- Over 5.4 million words translated to bring the Bengali and Odia experience on the Flipkart app to help reduce the language barrier for millions of users
- With this addition, Flipkart now offers a best-in-class e-commerce experience in 7 Indian languages which are spoken by nearly 75% of our population
- Flipkart's expanding language universe is a result of deep investments in technologies to bring unique capabilities for a better user experience
- The extensive vernacular language support is also opening up a large user base for sellers/MSMEs and artisans to cater to, while democratising e-commerce using technology in India

Bengaluru - March 24, 2021: Flipkart, India's homegrown e-commerce marketplace, today announced the introduction of Bengali and Odia language support on its platform as part of its vision to make online commerce more inclusive and accessible for Indian language users. With the addition of two of the country's most widely spoken languages on the Flipkart app, customers across the country will now be able to use the platform in their preferred native language.

From display banners to category pages and product descriptions, Flipkart offers an end-to-end Bengali and Odia experience to millions of customers by utilising a judicious mix of translation and transliteration of over 5.4 million words on the platform to bring a natural language experience. This includes transliteration of terms such as EMI, delivery, filter, cart and OTP instead of simply translating them to enable better resonance with the native experience, helping users get acquainted with e-commerce terminologies.





The introduction of Bengali and Odia is in line with Flipkart's aim of leveraging locally developed language solutions to help bring the next 200 million customers on board with e-commerce. With the two new languages, the Flipkart app is now available in 7 Indian languages, including Hindi, Tamil, Telugu, Kannada and Marathi, developed in a span of over 1.5 years.

According to industry reports*, Indian language internet users are expected to account for nearly 75% of India's internet user base by 2021. This growing base of language users, primarily from smaller towns, makes it extremely important to enable e-commerce in regional languages to offer a more personalised experience. This will also enable millions of consumers across the country to have an engaging online shopping experience in their native languages, besides creating a bigger market for Indian MSMEs/sellers across the country.

Rajneesh Kumar, Chief Corporate Affairs Officer at Flipkart said, *“As a homegrown e-commerce marketplace, Flipkart is committed to bringing the next 200 million customers online by bringing state-of-the-art technological solutions to democratize e-commerce in India. In this endeavour, Flipkart has expanded its vernacular universe to seven Indian languages which are spoken by nearly 75% of our population to ensure a seamless e-commerce experience for new-to-internet users. With Bengali and Odia, we are further doubling down on our efforts and making deep investments in technology to bring a natural language experience to millions of our customers across the country. In addition to this, we are also creating a shared value for millions of sellers, MSMEs, artisans and ecosystem partners across the country through use of technology while democratising commerce in India.”*

The ever expanding base of Flipkart's vernacular universe is witnessing an impressive adoption across the country. According to usage trends, over 95% of the customers who opted for a vernacular language experience continued with the same, showcasing customers' acceptance of these capabilities.



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 details contact: media@flipkart.com

*KPMG-Google Indian languages- Defining India's Internet report