



Flipkart recognised by Great Place to Work[®] Institute among Top Three Best E-commerce Workplaces In India

Bengaluru – March 5, 2021: Flipkart, India's homegrown e-commerce marketplace, has been recognised among **India's Best Workplaces in Retail 2021** by the Great Place to Work[®] Institute in association with the Retailers Association of India. Great Place to Work[®] is the global authority in creating, assessing and identifying the Best Workplaces the world over. Additionally, Flipkart has also been recognised among the top three best e-commerce workplaces in India. Flipkart has earned this recognition for fostering a workplace that excels on the five dimensions of building a High-Trust, High-Performance Culture[™] – Credibility, Respect, Fairness, Pride and Camaraderie.

This recognition comes shortly after the institute has certified Flipkart as a “Great Place to Work” in India's largest annual survey of workplace excellence, based on employee feedback and assessment. Great Place to Work[®] Institute's assessment methodology is recognised as rigorous and objective and is considered as the gold standard for defining great workplaces across business, academia and government organisations. It is a testament to Flipkart's progressive and flexible work policies, strong focus on inclusion, and employee-centricity.

*“Flipkart being recognised as the top 3 Best Workplaces in e-commerce, is a recognition of the values and culture of Flipkart which is passionately owned and driven by our diverse talent. We take pride in being an employee-centric organisation which keeps the best interest of its employees at the heart of all our initiatives - this is the core tenet of our culture.”, said **Krishna Raghavan, Chief People Officer, Flipkart.***

The best workplaces recognised in this category endured the COVID-19 crisis as they created a high-trust culture where employees willingly collaborated, put in the discretionary effort and supported the organisation to ensure business continuity. The research represents over 1 lakh employees' voice across 26 organisations that were assessed to identify the best workplaces.

Flipkart is a people-focused organisation, committed to creating a progressive work culture that is inclusive and empowering, supportive and diverse, and which allows each Flipster (Flipkart employee) to reach their full potential. Flipkart fosters a conducive environment that creates a level playing field for every kind of workforce to innovate and excel. Flipkart's transparent approach, always-on employee communication, frequent engagement initiatives, and learning opportunities continue to ensure the well-being and productivity of every Flipster.

The company has also been ranked first in LinkedIn's 2019 “Top Companies” survey. Flipkart has also recently been recognised as one of the 100 Best Companies for Women in India for the third year in a row by Working Mother and Avtar.



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 democratise 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