



## Flipkart integrates Snap's Camera Kit into its app to offer an enhanced augmented reality experience to millions of customers

- *This integration will expand Flipkart's product offerings available with augmented reality experiences through its Camera*
- *Snap has been at the forefront of building an AR future at scale which coupled with Flipkart's nuanced understanding of its 350+ million customer base will help build an immersive e-commerce experience for the Indian customers*

**Bengaluru - October 27, 2021:** Flipkart, India's homegrown e-commerce marketplace, today announced a partnership with Snap Inc to expand its augmented reality-led e-commerce experience for millions of its customers across the country. Announced on the sidelines of 'Snap in India', this is Snap's first collaboration with an e-commerce platform in India which will play a pivotal role in enhancing the journey of millions of existing and new-to-e-commerce customers.

Under this partnership, Flipkart will integrate Snap's state-of-the-art Camera Kit to its app, enabling customers to virtually try on products or view them in their physical world to make an informed purchase. While Flipkart already boasts of an AR-enabled camera, the integration of Snap's Camera Kit will enhance its capabilities to offer consumers an opportunity to view a wider range of products across categories such as fashion, wearable technologies and more in the next few months in a more immersive manner.

Speaking about the partnership, **Jeyandran Venugopal, Chief Product and Technology Officer at Flipkart**, said, *"The e-commerce landscape in India is changing rapidly with millions of new customers from all geographies looking for richer experiences online. As a homegrown e-commerce company, we are proud to take a lead on this with our augmented reality enabled app and are taking this vision ahead in partnership Snap Inc, a global leader in AR technologies. This partnership will herald a new era in the e-commerce industry, enabling easy access for customers while driving growth for lakhs of our sellers."*

**Nana Murugesan, Managing Director, International Markets, Snap Inc.**, said, *"With today's digital-first consumer and accelerating digital economy, AR-driven experiences such as virtual try-on plays a key role in motivating and converting intent to shop. At Snap, we have been focused on making our innovations accessible and impactful both within and beyond our platform. A robust and diverse partner ecosystem plays a key role in our growth in India. Collaborating with market leaders like Flipkart offers us the opportunity to scale Snap Camera and AR technology and introduce industry-first innovations for our communities."*

Snapchat is built around the camera, which now plays a meaningful role in millions of people's lives. With a proven track record of innovating by creating products and formats that users love and that the wider industry adopts, Snap is committed to democratizing augmented reality. This, coupled with Flipkart's nuanced understanding of millions of its customers and its Flipkart Camera will offer unique AR experiences to customers.



As e-commerce today is becoming a part of our lives, there is a growing need to bring real-life purchasing experiences to customers using technologies such as augmented reality. And with customers increasingly shopping on the go and from the comfort of their homes, this enhanced experience will enable customers to be better informed while helping them make an informed purchase.

### **About the Flipkart Group**

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, and Cleartrip. The Group is also a majority shareholder in PhonePe, one of the leading Payments Apps in India.

Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 350 million, offering over 150 million products across 80+ categories. Our efforts to democratize 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. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations have made online shopping more accessible and affordable for millions of Indians. Together with its group companies, Flipkart is committed to transforming commerce in India through technology.

**For more information, please write to [media@flipkart.com](mailto:media@flipkart.com)**