



## **Flipkart to enter the healthcare sector through Flipkart Health+, aims to provide consumers access to affordable and convenient healthcare**

*Signs definitive agreements to acquire majority stake in SastaSundar.com, an online pharmacy and digital healthcare platform*

**Bengaluru and Kolkata, November 19 - 2021:** The Flipkart Group, India's homegrown consumer internet ecosystem, today announced its foray into the healthcare sector through the launch of Flipkart Health+. As part of this development, the Group has signed definitive agreements to acquire a majority share in Sastasundar Marketplace Limited which owns and operates SastaSundar.com, an online pharmacy and digital healthcare platform, as it focuses on providing consumers access to affordable and convenient healthcare.

SastaSundar.com offers a digital healthcare and pharmacy platform supported by a network of more than 490 pharmacies. It aims to address the issues of access to affordable and quality healthcare in India by providing original products from authorized sources and delivering them across the country. By utilizing AI and data analytics technologies and integrating them with personal counselling through its network, SastaSundar.com provides consumers comprehensive solutions for a wide range of healthcare needs.

Flipkart Health+ will leverage the combined strengths of the Flipkart Group, which includes its pan-India reach and technology capabilities, with SastaSundar's deep expertise to provide consumers end-to-end offerings in the health-tech ecosystem. It will endeavour to give millions of Indian consumers access to quality and affordable healthcare, starting with e-pharmacy and will add new healthcare services such as e-diagnostics and e-consultation over time. Flipkart Health+ will report to Ajay Veer Yadav, Senior Vice President and Flipkart veteran.

This new venture builds on the Flipkart Group's efforts to address the growing consumer internet ecosystem, providing end-to-end offerings from travel to healthcare as digital technologies continue to democratize access to products and services.

Speaking on the development, **Ravi Iyer, Senior Vice President and Head - Corporate Development, Flipkart**, said, "The consumer internet ecosystem in India is growing rapidly as consumers recognize the opportunities and convenience that digital adoption is enabling in their lives. With growing awareness and focus on health heightened by the pandemic, there is a large opportunity and demand for affordable healthcare and ancillary offerings. We are excited to enter this space through this investment in SastaSundar.com, a company that has established itself as a trusted partner for lakhs of consumers through genuine products, a technology-powered platform and a wide network. The synergies between the Flipkart Group



and SastaSundar.com, combined with our commitment to prioritize our customer's needs, will help us grow and transform online healthcare in India.”

**Mr B.L.Mittal, Founder and Chairman, SastaSundar Healthbuddy Ltd,** said, “At SastaSundar.com we are focused on developing innovative ways to provide access to affordable healthcare easily and conveniently, building a trusted network for authentic medicines, diagnostics and wellness. Through this partnership with Flipkart, we see an opportunity to further grow and reach a larger consumer base, using complementary technologies and logistics infrastructure.”

**Mr Ravi Kant Sharma, Founder & CEO, SastaSundar Healthbuddy Ltd,** said, “This partnership with Flipkart is a strong validation of the capabilities we have built and will accelerate SastaSundar’s mission to provide affordable healthcare to all Indians in a convenient manner.”

#### **About SastaSundar.com**

SastaSundar was founded in 2013 by B.L.Mittal and Ravi Kant Sharma. With its unique model of Personalised application of Technology and Network of Pharmacies, the model has been proven to be the most efficient both in terms of cost and consumer experience. SastaSundar is backed by Globally acclaimed Investors from Japan namely Mitsubishi Corporation and Rohto Pharmaceuticals.

#### **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 400 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).