



Flipkart now available in Assamese

- *Over 5.4 million words translated to bring the Assamese experience to help reduce the language barrier for growing base of millions of users from the region*
- *With this addition, Flipkart now offers a best-in-class e-commerce experience in nine Indian languages*
- *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*

Bengaluru - May 29, 2021: Flipkart, India's homegrown e-commerce marketplace, today announced the introduction of the Assamese experience on its platform as part of its vision to make online commerce more inclusive and accessible for Indian language users. The addition of Assamese will simplify the e-commerce journey of millions of customers from the region and create opportunities for local sellers, MSMEs and artisans.

This launch also assumes significance as millions of customers from the region opt for e-commerce to meet their essential and other requirements and contribute to the fight against COVID by staying indoors.

From display banners to category pages and product descriptions, Flipkart offers an end-to-end Assamese 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 Assamese experience aligns 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 addition of Assamese, the Flipkart app is now available in nine Indian languages (Hindi, Tamil, Telugu, Kannada, Marathi, Bengali, Gujarati, and Odia) 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. Multiple languages will also enable millions of consumers 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, Senior Vice-President and Chief Corporate Affairs Officer at Flipkart, said, *“We’re excited to introduce Assamese on our platform to ease the journey of millions of customers from Assam and the region, who are opting for e-commerce to order their essentials and contribute to the fight against COVID. As a homegrown e-commerce marketplace, Flipkart is committed to bringing a seamless e-commerce experience using locally developed technology and innovations to millions of underserved customers across the country. In a little over 1.5 years, Flipkart has made a large investment in technology to expand its vernacular universe to nine Indian languages covering a large proportion of our population. With Assamese, we are further doubling down on our efforts in bringing a natural language experience to our users and creating a shared value for millions of our customers, sellers, artisans and ecosystem partners across the country. We’re excited that this launch will further boost the local ecosystem of sellers/manufacturers/artisans and create more local jobs while serving the consumers in the State of Assam.”*

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’ acceptability 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.

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