



Flipkart partners with Sony Entertainment Television's Shark Tank India, extends its commitment to encourage entrepreneurship in the country

~ Entrepreneurship and innovation are in Flipkart's DNA

~ Through this partnership with Shark Tank India, Flipkart intends to catalyze the next generation of innovators across India and support 'Start-up India'

Bengaluru - December 15, 2021: Driven by a mission to proactively scale India's ecosystem for entrepreneurship, Flipkart announced its partnership with Sony Entertainment's upcoming show - **Shark Tank India**, today. Shark Tank, a globally renowned business reality format, has reinvigorated businesses in over 40 countries (since its first launch in 2001) and now, the very first India edition promises to accelerate the Indian start-up ecosystem as well. Shark Tank India will give a platform to business ideas, business prototypes, or active businesses to be evaluated by experienced investors and business experts (aka the Sharks) for investment. Produced by StudioNEXT, Shark Tank India will premiere on December 20, and air every Mon-Fri at 9:00pm on Sony Entertainment Television.

As part of this partnership, several Flipkart sellers will also get to pitch their business ideas to the Sharks, giving them an opportunity to seek potential investments. Furthermore, many participants (entrepreneurs) of Shark Tank India will have their products featured on Flipkart, India's homegrown e-commerce marketplace, that will provide them access to millions of consumers across India.

The past year has changed the lives of millions of people across India, impacting all sectors of the economy and transforming the way businesses operate. Flipkart has consistently emphasized on empowering the local MSME community in the country, by making them more digital and transforming their business journey. In the past year, this mission has assumed deeper significance to the ecosystem, with e-commerce playing a critical role in sustaining livelihoods and enabling operational revival for MSMEs across India.

Speaking about the partnership, **Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group**, said, *"Our partnership with Sony Entertainment's Shark Tank India is another step towards our vision to encourage, build and nurture entrepreneurship in India. It gives us the opportunity to play a role in expediting ecosystem growth by giving these inherently talented entrepreneurs from different parts of the country a platform to grow their business. We believe that this partnership will be a catalyst to reviving the spirit of entrepreneurship, in our continued efforts to support 'Start-up India'."*

Mr. Sandeep Mehrotra, Head – Ad Sales, Network Channels, Sony Pictures Networks India said, *"This is the first season of Shark Tank India, and we are delighted to partner with Flipkart. We are happy to have on board like-minded partners who are open to innovative solutions that help in driving their proposition further through the association. Shark Tank India is*



not just a platform but an opportunity that will help propel entrepreneurial mindset in the country to greater heights”.

Flipkart’s approach to unlocking ecosystem potential

- ~ Flipkart consistently works towards unlocking ecosystem potential and nurturing new ideas that bring innovation, curiosity and unconventionality to the local entrepreneurial landscape*
- ~ During most of the past decade, Flipkart has been an active investor in the ecosystem and has a current portfolio of minority investments in more than 12 companies*
- ~ Flipkart Leap is an accelerator program dedicated to help new and upcoming startups grow, scale, navigate challenges and in turn contribute to India’s growing entrepreneurial ecosystem and boosting ‘Start-Up India’*
- ~ Flipkart Ventures financially enables digital startups to bring their brilliant ideas to fruition.*
- ~ Both Leap and Ventures initiatives complement each other and add impetus to the shared purpose of boosting innovative technologies*
- ~ ‘Flipkart Boost’ is an integrated programme for new age digital-first consumer brands to move into the next phase of growth. Through a service fee model, Flipkart Boost provides emerging Made in India brands end-to-end support covering planning, advertising, cataloguing, logistics, quality control and mentoring.*

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Flipkart Health+ 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)