



Flipkart Group launches 'Flipkart Foundation' to support development in socio-economic areas in India

With a focus on supporting improved market access for under-served communities, entrepreneurship, skill development, community development, livelihood opportunities and environmental responsibility, the Foundation aims to impact 20 million lives directly and indirectly over the next decade

New Delhi - April 4, 2022: The Flipkart Group, India's homegrown internet ecosystem, today announced that it has constituted and has launched the Flipkart Foundation with a vision to facilitate an inclusive, equitable, empowered and sustainable society in India. The Foundation will carry forward Flipkart Group's efforts towards bringing opportunities for ecosystem partners and convenience to stakeholders through a technology-led digital commerce model. This will enable it to drive inclusive growth with a mission to drive grass-root level, at-scale and institutionalised impact for sustainable livelihoods and growth opportunities in India for the underprivileged.

The Foundation was formally launched in New Delhi by the **Union Minister for Social Justice and Empowerment, Dr. Virendra Kumar, Union Minister of State for Micro, Small and Medium Enterprises, Shri Bhanu Pratap Singh Verma** and **Minister of State for Rural Development and Minister of State for Consumer Affairs, Food and Public Distribution, Smt. Sadhvi Niranjan Jyoti**, in the presence of **Rajneesh Kumar, Chief Corporate Affairs officer, Flipkart Group, Krishna Raghavan, Chief People Officer, Flipkart**, among other senior officials from the government and Flipkart.

Flipkart Foundation aims to drive transformational work by collaborating with diverse stakeholders across government organisations, NGOs and community leaders across four key areas, namely:

- Market access to the underserved and underrepresented sections of the society for sustained growth opportunities for entrepreneurship and livelihood opportunities
- Skill development
- Community development, and
- Environmental Responsibility

With the focus on rural areas and providing equitable access to growth opportunities for women and other disadvantaged communities, the Flipkart Foundation aims to positively impact 20 million lives directly and indirectly in the next decade.

Speaking at the launch event, **Dr. Virendra Kumar, Union Minister for Social Justice and Empowerment**, said, "While India is full of opportunities, there is a need to drive equitable growth. To help drive this, it is important for businesses to offer support to underprivileged



sections of society to make them a part of the country's growth story. Our Prime Minister's vision of Sabka Saath, Sabka Vishwas aims to bring the government and the industry on a common platform to work harmoniously in achieving prosperity for all. Organisations like the Flipkart Group play an important role in this endeavour, and the launch of the Flipkart Foundation is a decisive step in this direction to create widespread social impact."

Rajneesh Kumar, Chief Corporate Affairs Officer at Flipkart, said, "With a vision of Building a New India Together, the Flipkart Foundation is our commitment to engage with diverse stakeholders to enable transformational development work for society and the economy. The Foundation will address several critical societal concerns ranging from art and craft revival to employment opportunities for the underserved, to disaster relief - all aimed at driving inclusive development and contributing to nation-building. We have set audacious targets for the Foundation and aim to influence 20 million lives directly and indirectly in the coming decade across a wide array of areas by utilising our learnings over the years."

Flipkart Foundation's operations are grant-based, with contributions from the Flipkart Group and through the 'Charity Checkout' feature available on Flipkart platforms, which provides an easy and seamless way for philanthropic giving.

The establishment of the Foundation is in line with the Flipkart Group's continuing efforts toward nation-building by supporting livelihoods through direct and indirect employment creation and opportunities enabled by its technology and innovation-driven marketplace for lakhs of MSMEs, sellers and artisans, along with infrastructure development through its supply chain and other group services and offerings.

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