



## **Flipkart Acquires ANS Commerce as it focuses on strengthening the e-commerce ecosystem in India through technological innovation**

*Enhances software-as-a-service capabilities to provide technology enablement for brands & sellers;*

*ANS Commerce to continue to operate as an independent entity catering to a wide range of Enterprise to D2C brands*

**Bengaluru - April 19, 2022:** The Flipkart Group today announced the acquisition of ANS Commerce, a full-stack e-commerce enabler that helps brands sell online. Through this acquisition, Flipkart continues its efforts to strengthen the Indian e-commerce ecosystem by investing in the capabilities of technology enablers that will address the needs of the rapidly growing and evolving digital retail market in India.

ANS Commerce was started in 2017 and since then has built a full-stack offering for brands across the value chain, including brandstore tech, performance marketing tech and services, marketplace integrations and warehousing and facilities maintenance capabilities. It works with more than 100 clients across enterprise, mid-market and D2C brands in different categories, supporting their transition to digital commerce.

The company's product offerings help brands and businesses create digital brandstores/storefronts on their Kartify platform, improve return on Ad spends and manage end-to-end processes covering logistics and warehousing. A key focus for the company is the D2C segment which is rapidly growing in the Indian market as brands aim to connect with their consumers who seek direct engagement with them.

Post the acquisition ANS Commerce will continue to operate as an independent business under its existing leadership team.

"At Flipkart, we are committed to developing and nurturing the internet consumer ecosystem, including developing and encouraging technological innovation that helps drive the Indian digital economy. Our efforts focus on ensuring that businesses, including MSMEs and smaller brands, can leverage the opportunities that e-commerce offers, to provide greater value and deeper experiences for Indian customers who are rapidly adopting digital commerce," said **Ravi Iyer, Senior Vice President and Head - Corporate Development at Flipkart**. "Our association with ANS Commerce started last year when they were part of Flipkart's tech startup accelerator program, Flipkart Leap, and we are pleased to welcome the team to the Flipkart Group."

"ANS Commerce was created to enable businesses to leverage the massive opportunity of e-commerce in India. Over the past few years, we've seen a dramatic change in consumer behaviour, and as a result, brands have also pivoted in their approach on how to engage with consumers," said **Vibhor, Amit, Nakul and Sushant, Co-founders, ANS Commerce** in a joint statement. "We are pleased to now be associated with the Flipkart Group, as we continue our



efforts to help brands leverage the power of technology to reach customers and deliver further value.”

“As Indian e-commerce grows, we see new-age brands building direct relationships with their customers. We're excited to bring new SaaS services via ANS Commerce, to help Indian brands on their D2C journey and look forward to launching new industry-leading SaaS services to businesses adopting digitization,” said **Anand Lakshminarayanan, Senior Vice President, Shopping Experiences and Commerce Cloud, Flipkart.**

The deal is expected to close in the second half of 2022, subject to customary closing conditions.

### **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)**