



Flipkart and CarDekho partner to bring a comprehensive auto experience for Flipkart customers

~ Through a strategic partnership, CarDekho will extend their tech-enabled auto-discovery and comparison options for Flipkart's ~400m users

Bengaluru - July 13, 2022: Flipkart, India's homegrown e-commerce marketplace, and Girnarssoft, the parent company of India's leading auto search and discovery portals - CarDekho and BikeDekho, today announced a strategic partnership wherein innovative tools, selections and automobile content such as detailed specs, prices, comparisons and more would be made available on the Flipkart app and mobile website through the microsite developed for this purpose.

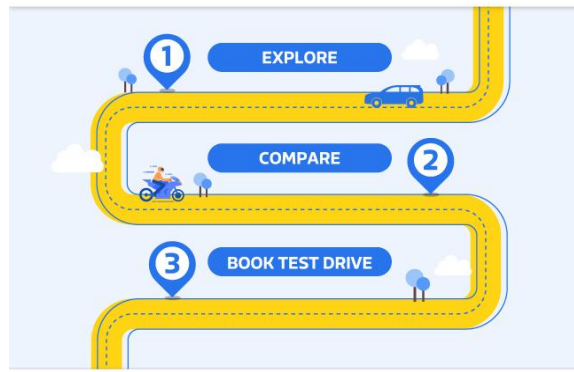
Flipkart is strengthening its focus on the auto category, which currently covers accessories, select auto services, automobile spare parts and insurance options. This collaboration with Girnarssoft will allow its users across the country to make informed auto decisions aided by search, research, and comparisons. The interface for Flipkart's automobile section has been designed to ensure easy navigation, discovery and seamlessness in journey completions.

Speaking on the collaboration, **Sankalp Mehrotra, Vice President - Monetisation, Flipkart**, said, "Our association with Girnarssoft is aligned with our customer-centric approach to bring them the best choices, through technology-first measures. With over 400 million users on Flipkart, we are able to draw a deep understanding of their journeys. Our association with Girnarssoft will provide our customers with greater choices and selection in the auto category, as they go through their Car and 2-wheeler explorations. Users will be able to discover and learn more about the vehicle of their choice. This handshake is another step in democratizing access for customers."

Mayank Jain, CEO - New Auto Business, Girnarssoft, said, "This partnership with Flipkart allows us to offer our proprietary auto search and discovery services to a new and larger set of audiences in the country. Flipkart's reach and our strength in auto-tech solutions together will enable seamless vehicle discovery, research and buying experience for these users. This partnership takes us closer to CarDekho's vision of disrupting the personal mobility space in India."

Now explore cars & bikes on Flipkart

Powered by CarDekho & BikeDekho



With the growing adoption of e-commerce, this alliance will play a pivotal role in facilitating OEMs and dealerships of all sizes to grow their business, while solving for the growing needs of millions of customers across India.

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.

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 contact media@flipkart.com

About Girnarssoft

Girnarssoft, founded in 2008, has footprints in India and South-East Asia. The group has empowered millions of auto enthusiasts enabling them to own their dream vehicle. Girnarssoft operates leading auto portals - CarDekho, ZigWheels, BikeDekho, PowerDrift, OTO (Indonesia & Malaysia), Carmudi (Philippines) for new and Gaadi for used cars. The group is now recognized in India as the largest automotive video content player with 4 million+ hours viewed annually, the largest consumer-facing digital destination with 55 million+ monthly unique visitors, and the largest auto social media platform. The group is a complete auto ecosystem in itself as it stands with the customers throughout their auto search-buy-own-sell cycle.

CarDekho operates in 100+ markets across India where customers can sell their used cars and has 5000+ certified pre-owned cars for customers to buy from its platform. The company also operates Rupy which enables end-to-end digital auto loan journey thereby making the entire process easy and convenient for auto customers and retailers alike.

The Group is Rajasthan's first unicorn. CarDekho has raised funding from marquee investors including Sequoia India, Hillhouse Capital, Sunley House, CapitalG, Ping An, Leapfrog Investments, Canyon Partners, Times Internet, Mirae Asset, Kreatif Media Karya, Axis Bank, Franklin Templeton, ICICI Bank, Harbor Spring, Ratan Tata, HDFC Bank, Gaingels, Dentsu and Trifecta.

For more information, please contact media@girnarsoft.com