

Flipkart announces the eight finalists of the first-ever batch of Flipkart Leap Innovation Network

- *The shortlisted startups will execute three month-long pilots with relevant business units within Flipkart*
- *The pilots from start-ups will span areas such as virtual try-ons, sustainable packaging solutions, regional language interface, and supply chain management*

Bengaluru - September 15, 2022 - Flipkart, India's homegrown e-commerce marketplace, today announced that it has identified eight startups for its accelerator program Flipkart Leap Innovation Network (FLIN) and will work with each of them on building a three-month-long Proof-of-Concept (PoC). FLIN, launched in January 2022, aims to create a community of local entrepreneurs and foster an exchange of innovation with tech startups. This program is an initiative under Flipkart's flagship startup accelerator program, Flipkart Leap.

The program aims to identify relevant startups working towards various problem statements that can accelerate the adoption of e-commerce for the next 500 million customers. FLIN will provide these startups with an opportunity to test their solutions at scale by executing proof of concepts within the Flipkart ecosystem, creating opportunities for them to contribute to transforming the e-commerce landscape.

The final eight startups will undergo a one-on-one mentorship program with the relevant Flipkart Leadership team to help scale their business and deploy their solutions at scale at Flipkart. Some of the Proof of concept (POCs) to be conducted as a three-month trial will include working on solutions across AI-powered virtual try-ons, sustainable packaging solutions, vernacular/regional language interface, supply chain optimisation, management, and more.

Naren Ravula, VP, Product Strategy and Deployment at Flipkart, said, *"At Flipkart, we believe in fostering a culture of innovation within and outside the organization to nurture ideas and solutions that can solve for India. Flipkart Leap Innovation Network aims to support various startups through insights and mentorship while helping them scale and build disruptive innovations. As a homegrown company, we want to harness the potential of the startup ecosystem and nurture new ideas that solve for Digital India. We look forward to mentoring and collaborating with the eight startups to unlock benefits for the larger ecosystem."*

FLIN is designed to enable a broader set of startups to engage with Flipkart's product and tech teams to help accelerate their journey while leveraging benefits through the Flipkart Group's ecosystem.

The final eight startups that will begin proof of concepts include AShield Technologies, Bigthinkx, Datacultr, Elixia Tech, IntelleWings, Linksmart Technologies, TryNDBuy and VitraAI. The proof

of concepts include Virtual Try Ons, OTP-less Authentication, Indent and Freight Automation, and Vernacular Image/Video Translation.

FLIN will launch applications for the next cohort very soon.

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Health+, Flipkart Wholesale, 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 write to media@flipkart.com.