

Flipkart Invites applications for the third cohort of the Flipkart Leap Innovation Network

- *After two successful cohorts, FLIN is now accepting applications for its next cohort*
- *Selected startups will get an opportunity to deploy their solutions, and collaborate closely with product teams and run pilots with various business units*

Bengaluru - September 15, 2023: Flipkart, in its endeavor to enhance technology collaboration with the startup ecosystem, has announced the third cohort of the Flipkart Leap Innovation Network (FLIN) under its startup accelerator program, [Flipkart Leap](#). Selected startups will get an opportunity to deploy their solutions across Flipkart's large base of customers, collaborate closely with product teams, and network with technology leaders within Flipkart to run pilots with various business units. In the process, they will also get an opportunity to gain valuable insights and expertise from Flipkart's product teams, technology specialists, and business leaders, conduct trials, and collaborate on experiments.

The program is open to startups across the globe with a focus on ecommerce technology areas such as user and seller experiences, inventory and supply chain, payments and credit. The program aims to support and nurture emerging technology solutions that have the potential to reinvent ecommerce experiences. Startups can find more information about the program on the [Flipkart Leap](#) website. Designed to provide insights and hands-on experience for startups, FLIN will enable mentorship with industry leaders and subject matter experts and provide access to resources helping startups contribute to India's growing e-commerce space.

Naren Ravula, Vice President and Head - Product Strategy and Flipkart Labs, said, *"We started the Flipkart Leap Innovation Network to provide startups an opportunity to bring their business propositions to life and to further strengthen our culture of innovation. The program garnered remarkable attention from startups in the first two cohorts, exhibiting immense interest, innovative ideas, and a strong entrepreneurial drive. In its third edition, we are excited to welcome startups to participate in the next cohort as we strive to make substantial advancements in the digital e-commerce realm. Our enthusiasm lies in creating new business models and cultivating the upcoming generation of tech talent to address real-world challenges in India."*

The program's foundation rests on the achievements of its previous cohorts. In the second cohort of the FLIN program, six startups have been selected to execute pilots with Flipkart, namely -

Sangti, an automated solution for logistic providers to reduce carbon emissions

VTION Digital Analytics and Anagog, offering technology-driven user intelligence solutions

Speedsize, an AI platform utilizing neuroscience technology to optimize media;

SignalX, a provider of AI-based due diligence for small businesses

Botika, a generative AI platform for automated cataloging

Furthermore, from the first cohort, four startups - Ashield, ElixiaTech, Intellewings and TryndBuy have successfully concluded pilots and continue to partner with Flipkart.

Intellewings is partnering with Flipkart to strengthen anti-fraud and AML programs; whereas TryNDBuy has signed two contracts to scale up virtual try-ons and automated catalog creation on the platform.

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 sellers, merchants, and small businesses to participate in India's digital commerce revolution. With a registered customer base of more than 450 million, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, there are over 14 lakh sellers on the platform, including Shopsy sellers. With a focus on empowering and delighting every Indian by delivering value through technology and innovation, Flipkart has created lakhs of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns, which are customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians.

For more information, please write to media@flipkart.com