

Flipkart Ventures invites applications for the third 'Flipkart Leap Ahead' cohort

- 1. Flipkart Ventures has funded over 15 start-ups across various sectors, including deep tech, fintech, health tech, generative AI, and sustainability, during the last two cohorts*
- 2. The inaugural and preceding cohorts included start-ups which went on to receive further investments, such as RightBot, Tune.ai, LivWell, FlexifyMe, and Dopplr among others*
- 3. Selected startups from Flipkart Leap Ahead's third cohort who are leveraging GenAI in their core solutions will receive mentorship and equity investments between \$200,000 and \$500,000 to drive their growth*

Bengaluru - April 22, 2024: Flipkart's investing arm, **Flipkart Ventures**, today announced the opening of applications for the third cohort of its accelerator program, 'Flipkart Leap Ahead' (FLA). The accelerator program fosters innovation and nurtures entrepreneurship amongst early-stage Indian tech start-ups. Applications for the program will be open from April 22 through May 26, 2024. This program aims to accelerate the growth journey of early-stage startups, propelling them to the next level. Selected companies leveraging GenAI in their core solutions across sectors will receive equity investments between \$200,000 and \$500,000 alongside invaluable mentorship to achieve product-market fit, build scalable architecture, and assemble strong teams.

Following the investment, the selected startups will embark on a two-month mentorship program. Under this program, industry veterans, operators, and founders will guide these entrepreneurs to prepare them for hyper-growth. This intensive period concludes with a demo day, where startups showcase their progress and plans to potential investors to secure additional funding for their expansion.

Lubna Ahmed, Head of Flipkart Ventures, said, *"At Flipkart, our commitment is towards fostering the future of India's tech ecosystem. We believe in empowering budding entrepreneurs by equipping them with the necessary tools and resources for growth. The 'Flipkart Leap Ahead' program under Flipkart Ventures underscores this mission by providing selected startups with substantial financial investment and, more importantly, opportunities for invaluable mentorship. To drive their growth, we look forward to ushering in the next generation of innovation."*



This unique program by Flipkart Ventures has already seen the successful funding of over 15 start-ups across sectors like deep tech, fintech, health tech, generative AI, and sustainability in its previous two cohorts. The inaugural and preceding cohorts included start-ups that received further investments, such as RightBot, Tune.ai, LivWell, FlexifyMe, Dopplr, and others. The program provides promising start-ups with resources and mentorship to grow and thrive in their respective fields, significantly hastening their growth journey. The program welcomes applications from India-based, early-stage (between Seed to Series A) technology startups from a wide range of sectors, including Fintech (B2B & B2C), Mobility & Logistics, GenAI, HealthTech, SaaS, B2B Marketplaces, DeepTech, and Climate & Sustainability.

For more information, please visit: <https://www.flipkartleap.com/application-questionnaire-fla/>

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.

Established in 2007, Flipkart has enabled millions of sellers, merchants, and small businesses to participate in India's digital commerce revolution. With a registered user base of more than 500 million, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, there are over 1.4 million 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 thousands of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart has pioneered services such as Cash on Delivery, No Cost EMI, Easy Returns, and UPI. These customer-centric innovations focus on enhancing digital payment offerings for all customers while making online shopping more accessible and affordable for millions of Indians.