



## Flipkart Ventures Fuels Innovation with Investment in Five Promising Startups

- *Selected startups include Xportel, Factors.ai, Expertia.ai, Bharat Krushi Seva, and Visa2Fly*
- *Since inception, Flipkart Ventures has funded over 20 startups across sectors including deep tech, fintech, health tech, generative AI, and sustainability, etc.*
- *The selected startups will receive equity investments up to \$500,000, along with a two-month mentorship program designed by leaders at Flipkart*

**Bengaluru, India - February 20, 2025:** [Flipkart Ventures](#), the investment arm of Flipkart, has announced the selection of five innovative startups for the third cohort of Flipkart Leap Ahead (FLA). The flagship startup accelerator program by Flipkart focuses on enabling technological synergy within the startup landscape and accelerating the growth of early-stage startups. Building on the success of the previous two cohorts, this edition introduces startups driving advancements in AI and tech based enablement.

Through the FLA program, these early-stage startups will receive equity investments up to \$500,000 along with a customized mentorship program designed by a global consulting firm. Additionally, participants gain strategic mentorship and industry expertise from Flipkart leaders across business, product, technology, and finance, enabling them to refine their models and scale efficiently in competitive and dynamic markets. The program culminates in a demo day, offering startups a platform to present their progress and secure further investment opportunities. Participants were evaluated on business model, traction, growth potential, and vision, with top companies standing out for their strong founding teams, clear product vision, and focus on solving real world problems.

**Lubna Ahmed, Vice President & Head of Flipkart Ventures**, said, *“Through Flipkart Leap Ahead, we continue to act as a driving force in India’s startup ecosystem, fostering a culture of innovation and providing early-stage companies with the capital, mentorship, and strategic network they need to succeed. By nurturing these startups, we aim to shape the future of technology and entrepreneurship in India.”*

The startups selected for Flipkart Leap Ahead’s third cohort are:



- [Xportel](#) – A cross-border e-commerce logistics enabler, facilitating swift international deliveries to over 150 countries
- [Factors.ai](#) – An AI-powered marketing intelligence platform offering Account-Based Marketing (ABM) tools that leverage cross-channel intent signals
- [Expertia.ai](#) – An Agentic AI recruiting platform streamlining sourcing, identifying, assessing, and hiring the right talent for companies globally
- [Bharat Krushi Seva](#) – An agritech startup building a traceable and ethical end-to-end value chain for fruits, from advisory services to output linkages
- [Visa2Fly](#) – A travel tech platform streamlining visa applications with end-to-end support, including documentation, processing, and travel assistance

Since its inception, Flipkart Ventures has scaled notably and has backed more than 20 startups across deep tech, fintech, health tech, generative AI, and sustainability. As these startups scale, Flipkart Ventures remains steadfast in its endeavour to drive innovation, enabling the development of transformative solutions that redefine industry standards. The Flipkart Leap Ahead program exemplifies Flipkart's dedication to nurturing groundbreaking technology and strengthening India's startup ecosystem. Flipkart Ventures recently signed an MOU with the Department for Promotion of Industry and Internal Trade (DPIIT) to invest in, support, and empower tech start-ups across India.

For more information, please visit <https://www.flipkartleap.com/leap-ahead/>

### **About the Flipkart Group**

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Cleartrip and super.money.

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.

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