

Flipkart Ventures and DPIIT Launch Flipkart Tourism Challenge to Accelerate Innovation in India's Travel Sector

- *Challenge is open to DPIIT-recognized startups and Indian companies past the MVP stage*
- *Winning Startup to receive ₹2.5 lakh, potential entry into Flipkart Leap, mentorship from Flipkart leaders, access to VC ecosystem, and founder's training by Bain & Company*
- *Runner-up to receive ₹1 lakh, access to founder training curriculum and mentorship support*
- *Applications are now open and will close on May 5, 2025*

Bengaluru, India - April 23, 2025: [Flipkart Ventures](#), the investment arm of Flipkart, has launched the Flipkart Tourism Challenge in collaboration with the Department for Promotion of Industry and Internal Trade (DPIIT). The initiative is part of the Government of India's Startup India program under the Bharat Startup Grand Challenge. As part of Flipkart's continued efforts to foster innovation and support the growth of startups, this challenge focuses on enabling technology-led solutions that enhance the experience for travelers and tourists and contribute to the development of the country's tourism ecosystem.

The Flipkart Tourism Challenge invites DPIIT-recognized startups and Indian companies to build innovative travel-tech solutions. With rising demand for unique and accessible travel options, the challenge seeks ideas in areas such as enhanced discovery, personalized recommendations, immersive destination previews, AI-powered affordability tools, and tech-enabled on-ground experiences.

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The winning startup will receive a ₹2.5 lakh cash prize, mentorship from Flipkart leaders, and potential entry into Flipkart Leap Ahead, the company's early-stage accelerator investing up to \$500K in seed capital. The selected startup will also have the opportunity for pilot engagements with Flipkart Group companies, undergo founder's training curated by Bain & Company, and gain access to Flipkart's VC network. The runner-up will receive a ₹1 lakh cash prize, along with strategic mentorship and capability-building support.

Lubna Ahmed, Vice President & Head of Flipkart Ventures, said, *"At Flipkart Ventures, we see startups as key drivers of innovation and economic growth. Through the Flipkart Tourism Challenge, we aim to empower emerging entrepreneurs building scalable, tech-first solutions to real-world challenges by providing them with the capital, mentorship, and industry access they need to succeed. Our collaboration with DPIIT reflects a shared vision to accelerate digital innovation and nurture the next generation of entrepreneurs driving India's startup and digital economy."*

A Startup India representative said, *“India’s startup ecosystem continues to be a beacon of innovation, solving challenges across sectors with scale and agility. The Flipkart Tourism Challenge is an exciting step in that direction, bringing together innovation, industry support, and real-world impact. Through this collaboration with Flipkart, we aim to empower homegrown startups to solve for India’s unique travel needs and accelerate their journey from idea to scale.”*

This challenge is part of Flipkart Ventures’ broader commitment to strengthening India’s startup ecosystem through its early-stage accelerator program, Flipkart Leap Ahead (FLA). Designed to identify and support high-potential digital startups, FLA is the cornerstone of Flipkart Ventures’ \$100 million seed-stage fund launched in 2022. The program offers investments of up to \$500K, along with strategic mentorship and ecosystem access. To date, Flipkart Ventures has backed over 20 startups and continues to actively support ventures with strong growth potential.

Startups can apply at [Flipkart- Tourism Challenge](#)

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.

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