



Flipkart reinforces its commitment to fostering the India's Startup Ecosystem at Startup Mahakumbh 2025

Through Flipkart Ventures and its partnership with DPIIT, Flipkart is enabling startups across sectors, including in manufacturing sector to innovate, scale, and drive India's economic transformation

New Delhi, April 3, 2025: Flipkart, India's homegrown e-commerce marketplace, is proud to be a part of **Startup Mahakumbh 2025**, one of the country's largest startup gatherings that will shape the future of India's startup ecosystem. The landmark event that is returning with its second edition is taking place at Bharat Mandapam, New Delhi, from April 3-5, 2025. With the theme '**Startup India @ 2047: Unfolding the Bharat Story**'. The event highlights India's journey towards its vision for Atmanirbhar and Viksit Bharat. **Startup Mahakumbh 2025 brings together over 3,000 startups, 1,000 investors, and 50,000+ business visitors from more than 50 countries.**

Flipkart has played a critical role in shaping the country's startup landscape since 2007 – empowering entrepreneurs, MSMEs, and nurturing unicorns that have redefined the digital economy. Through its venture arm, Flipkart Ventures, the company is driving innovation by making early-stage investments and offering capital, mentorship, and operational expertise. Startups also gain access to Flipkart's vast ecosystem, tools, market insights, and industry networks – enabling them to scale sustainably and unlock long-term growth.

On this occasion, Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, said: *"As a homegrown company, Flipkart remains deeply committed to fostering and advancing India's startup ecosystem. Through Flipkart Ventures, we are furthering our commitment to nurturing emerging startups by providing investments, mentorship, and access to our extensive ecosystem. Platforms like Startup Mahakumbh 2025 and the government's progressive policies, serve as a testament to India's unstoppable entrepreneurial spirit. At Flipkart we are proud to be a part of this transformative journey to make India a start-up powerhouse and support the next wave of innovators."*

Over the years, Flipkart has partnered with several government and industry bodies to create greater opportunities for India's entrepreneurial ecosystem. Flipkart's collaboration with DPIIT and promises to empower startups into a new era of growth and innovation. As Startup Mahakumbh 2025 unfolds, it promises to be a dynamic platform for knowledge sharing, investment opportunities, and policy discussions that will shape the future of Viksit Bharat 2047.



About the Flipkart Group

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

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