

Flipkart Ventures and DPIIT Announce Winners of the Flipkart Tourism Challenge to Accelerate Innovation in India's Travel Sector

- *Winning Startup **Getsetyo Technology Labs Private Limited (GetSetYo)** to receive ₹2.5 lakh, potential entry into Flipkart Leap Ahead, mentorship from Flipkart leaders, access to VC ecosystem, and founder training by Bain & Company*
- *Runner-up **Riitii Travel Tech Private Limited (Riitii)** to receive ₹1 lakh, along with strategic mentorship and access to capability-building curriculum*
- *Challenge focused on technology-led solutions enhancing traveler and tourist experiences*

Bengaluru, India - June 27, 2025: Flipkart Ventures, the investment arm of Flipkart, in collaboration with the Department for Promotion of Industry and Internal Trade (DPIIT), today announced the winners of the **Flipkart Tourism Challenge**. This initiative, launched under the Government of India's Startup India program as part of the **Bharat Startup Grand Challenge**, aimed to identify and support startups building scalable, technology-first solutions to enhance the travel experience and strengthen the country's tourism ecosystem.

The Challenge invited DPIIT-recognized startups and Indian companies to submit solutions in areas such as enhanced discovery, personalized recommendations, immersive destination previews, AI-powered affordability tools, and tech-enabled on-ground tourism experiences.

Getsetyo Technology Labs Private Limited (GetSetYo) emerged as the winner, earning a cash prize of ₹2.5 lakh along with mentorship from Flipkart leaders, potential entry into **Flipkart Leap Ahead**, which is the early-stage accelerator by Flipkart Ventures, investing up to \$500K, and the opportunity for pilot engagements with Flipkart Group companies. The winning team will also undergo founder training curated by Bain & Company and gain access to Flipkart's venture capital network.

The **runner-up, Riitii Travel Tech Private Limited (Riitii)** will be awarded ₹1 lakh in cash support and will receive access to structured mentorship and a capability-building curriculum.

Shortlisted from nearly 80 applications, the selected startup will have a unique opportunity to deploy their innovative solutions, benefiting the broader traveltech ecosystem.

Shri Sanjiv, Joint Secretary, DPIIT stated, *"India's startup ecosystem continues to be a beacon of innovation, solving challenges across sectors with scale and agility. The Flipkart Tourism Challenge, part of the Bharat Startup Grand Challenge, brings together innovation, industry backing, and real-world impact to drive transformative change. We extend our congratulations to winning startups for their remarkable solutions, which truly highlight India's burgeoning startup talent and our unwavering commitment to building a self-reliant and technologically advanced nation. 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."*

Ravi Iyer, Senior Vice President - Corporate, Flipkart, said: *"At Flipkart Ventures, we see startups as key drivers of innovation and economic growth. Through the Flipkart Tourism Challenge, we aimed to empower emerging entrepreneurs building scalable, tech-first solutions to real-world challenges in travel 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."*

Getsetyo Technology Labs Private Limited representative stated, *"It's an honour for GetSetYo to be recognized by Flipkart and DPIIT, Ministry of Commerce and Industry, at an exciting time as we prepare to scale and fundraise. Our AI-powered tools convert social media videos and posts directly into real bookable stays and itineraries, empowering content creators to earn through personalized travel shops, and making travel seamless for travellers. As more and more people turn to social media for travel inspiration, GetSetYo is bridging the gap between inspiration and commerce, and disrupting how travel is planned and purchased."*

Riitii Travel Tech Private Limited (Riitii) representative stated, *"I was thrilled to see Flipkart championing the Indian startup ecosystem with a challenge so closely aligned with the problem we're solving."* Riitii is a provider of itineraries, explore curated landmark lists, and immerse themselves in inspiring travel content, aiming to simplify travel exploration and planning.

This initiative aligns with **Flipkart Ventures' broader commitment** to nurturing India's startup ecosystem. The **Flipkart Leap Ahead (FLA)** accelerator is at the core of Flipkart Ventures' \$100 million fund launched in 2022. FLA offers early-stage investments of up to \$500K, combined with strategic mentorship, founder capability-building, and access to Flipkart's ecosystem. To date, Flipkart Ventures has backed over 20+ high-potential startups and continues to scale its efforts to drive innovation and entrepreneurship in India.

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.

Founded 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 over 500 million, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, more than 1.4 million sellers, including Shopsy sellers, thrive on the platform. With innovations such as Cash on Delivery, No Cost EMI, Easy Returns, and UPI, Flipkart continues to deliver customer-first solutions that make online shopping more inclusive and accessible across India. For media queries, please contact: media@flipkart.com