

Flipkart Acquires Majority Stake in Minivet AI to Accelerate GenAI-Powered E-commerce Innovation

Bengaluru - December, 19 2025: Flipkart, India's homegrown e-commerce marketplace, today announced it executed definitive documents to acquire a majority stake in Minivet AI, an innovative AI/ML solutions provider founded in 2024. The acquisition is a strategic move to build and invest in core Generative AI (GenAI) capabilities, at a time when e-commerce is rapidly shifting towards visual, conversational, and AI-led discovery. This is expected to accelerate the transition to a more intuitive, interactive, and immersive shopping experience for e-commerce platforms, including Flipkart.

Minivet AI focuses on generative video for e-commerce, transforming static product catalogs into rich, engaging video content at scale. Built on a foundation of sophisticated model orchestration and deep performance optimization, the platform delivers quality results at a fraction of traditional production costs. Beyond video, Minivet AI offers a broader suite of e-commerce AI capabilities—positioning the company as a full-stack AI partner and a foundational GenAI capability for online retail platforms.

Speaking on the acquisition, **Aditya Rachakonda, Founder, Minivet AI**, said, "This partnership with Flipkart is a pivotal moment for Minivet AI. It allows us to accelerate the deployment of our proprietary GenAI solutions, from catalog videofication to conversational search, directly onto India's leading e-commerce platform at scale, making shopping more intuitive and immersive for millions of customers."

This investment strengthens Flipkart's long-term technology portfolio, ensuring the company remains at the forefront of digital commerce innovation. This acquisition is subject to completion of customary closing conditions.

Ravi Iyer, Senior Vice President - Corporate, Flipkart, said, "Acquiring Minivet AI is a strategic investment that will enhance Flipkart's core GenAI capabilities by the integration of niche talent and advanced proprietary technology, which includes leading solutions for catalog videofication and semantic search. These are critical for addressing the rising industry trend of visual-first and video-first commerce, ultimately driving higher customer engagement, conversions, and long-term innovation across the Flipkart platform and, over time, the wider Flipkart Group ecosystem."

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