

**SANDIP FOUNDATION'S**  
**SANDIP POLYTECHNIC**  
**DEPARTMENT OF COMPUTER ENGINEERING**  
&  
**DEPARTMENT OF INFORMATION TECHNOLOGY**  
**COMPUTER SOCIETY OF INDIA**  
**STUDENTS CHAPTER (IO1893)**

## THEME TOPIC

### Flipkart

Flipkart Pvt Ltd. is an Indian electronic commerce company based in Bengaluru, India. The service competes primarily with Amazon's Indian subsidiary, and the domestic rival Snapdeal. **Sachin Bansal and Binny Bansal**, who originally met in 2005 at IIT-Delhi, launched this internet business called Flipkart on September 15, 2007. Working as an **online bookstore**, they aimed at delivering books anywhere across India. In 2008, Flipkart exploded onto the e-commerce scene, with word-of-mouth publicity driving the platform's popularity sharply upwards. In 2009 The company's meteoric growth attracted the attention of venture capital, and **Accel Partners** became the first VC firm to invest in Flipkart, with **an investment of \$1 million**. Fueled by this growth and funding, Flipkart expanded its presence in India, opening offices in Delhi and Mumbai, and within the year, the company's headcount grew to 150. The year 2010 was the period when Music, Movies, Games, Electronics, and Mobiles were also included in Flipkart's product range. Recognising the prevalence of cash in the Indian consumer's life, Flipkart pioneered a **Cash-on-Delivery payment option** (COD)

November-2018

THEME

Journey of e-Giants

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The platform launched its own **digital wallet**, as well as a **30-day replacement policy** in 2011. By the end of the year, Flipkart's network expanded to deliver in over 600 cities across India. 2012 and Flipkart went mobile in a big way, with the launch of its own native mobile shopping app. The platform also received **PCI DSS Certification**, allowing it to **store card details** for consumers securely on the platform, and giving users the 'Saved Cards' feature when checking out. In 2013, the platform introduces **Next Day Shipping Guarantee** and also launched **PayZippy**, an online payments solution for merchants and customers. Since this Flipkart began **accepting international cards for transactions**. 2014 was a big year financially for Flipkart, with the acquisition of online fashion retailer **Myntra** and majority stakes in after-sales service provider **Jeeves** and payments platform **Ngpay**. The company raised \$1.9 billion across three separate rounds and ends the year with a valuation of \$11 billion, also becoming the first Indian Internet retail firm to register Gross Merchandise Value (GMV) of

\$1.9 billion. It was 1016 and *TIME* magazine named the two Co-founders among their 100 **most-influential people** in the world. Flipkart celebrated two big milestones – the first Indian mobile app to cross **50 million users** and crossing **100 million registered customers**. **No Cost EMI and Flipkart Assured**, two key new services, made their debut, and the platform also acquired and relaunched PhonePe, India's first UPI (Unified Payments Interface) based app. Since the start of 2018, Flipkart already saw several milestones – a new campus at Embassy Tech Village, the successful onboarding of over **130,000 third-party sellers**, and expanding its product catalogue to house over **80 million products** – culminating in the Walmart acquisition.

Where the company goes from here is anybody's guess, but if the last 10 years are any indication, Flipkart surely has big things in its future.

## NEWS OF THE WEEK

### SOON, INDIANS CAN HAVE CHIP-BASED E-PASSPORT

Soon, Indians can have a **chip-based e-passport in place of paper passports**. The government is working on a centralized passport system in which all passport services would be provided from Indian embassies and consulates across the world, Prime Minister Narendra Modi said made this announcement. "Indian embassies and consulates are being connected to the Passport Seva Project worldwide," Prime Minister Narendra Modi said while addressing the inaugural ceremony of Pravasi Bharatiya Divas (PBD) 2019 in Varanasi.

## E TOON

### Why Laugh Alone?

