Flipkart

INDIA’S LEADING E-COMMERCE MARKETPLACE

COMPANY PROFILE

FEBURARY 2026

OVERVIEW

Flipkart

ABOUT FLIPKART

- Flipkart is one of India's leading e-commerce companies, founded in 2007 by Sachin Bansal and Binny Bansal. Headquartered in Bengaluru, the company started as an online bookstore and gradually expanded into multiple product categories, becoming a major player in India's digital retail ecosystem.
- Flipkart operates as a B2C (Business-to-Consumer) online marketplace, connecting sellers with customers across India. It generates revenue through product sales, commissions, advertising, and logistics services.
- Flipkart aims to make online shopping affordable, accessible, and convenient for every Indian customer while empowering sellers and small businesses through digital platforms.
- Flipkart operates as a technology driven digital commerce platform connecting millions of customers with a vast network of sellers across India.
- Company reported revenue of approximately ₹82787 crore and a net profit of about ₹10000 crore in FY25.

OPERATIONS

The company operates various product categories and largest online marketplaces :

- **Electronics & Appliances** – Smartphones, laptops, TVs, audio gear, home appliances, cameras, and accessories.
- **Fashion & Apparel** – Clothing, footwear, and accessories for men, women, and kids.
- **Home & Furniture** – Home décor, kitchenware, furniture, and household essentials.
- **Beauty & Personal Care** – Skincare, cosmetics, haircare, grooming items, and related products.
- **Books & Stationery** – Books across genres, educational materials, and stationery supplies.

MAJOR LOGISTICS

- BENGALURU
- DELHI NCR
- MUMBAI
- KOLKATA
- HYDERABAD

MILESTONES

Flipkart

- **2007**
  Founded by Sachin Bansal and Binny Bansal as an online bookstore in Bengaluru.
- **2009**
  : Received first major funding from Accel Partners.

- **2010**
  Started *Ekart Logistics* to improve delivery control.

- **2014**
  Acquired Myntra to enter the fashion segment.
- **2015**
  Launched Phonepe, its digital payments service.
- **2016**
  Acquired Jabong, further strengthening its fashion portfolio.

- **2017**
  Crossed 100 million registered users, becoming the first e-commerce firm in India to achieve.
- **2018**
  Walmart acquired ~77% stake for about $16 billion, one of the largest deals in Indian Startup history.

- **2021**
  Launched Shopsy, a social commerce marketplace aimed at small sellers and resellers.
- **2023**
  Expanded grocery delivery and introduced initiatives targeting sustainability and rural markets.

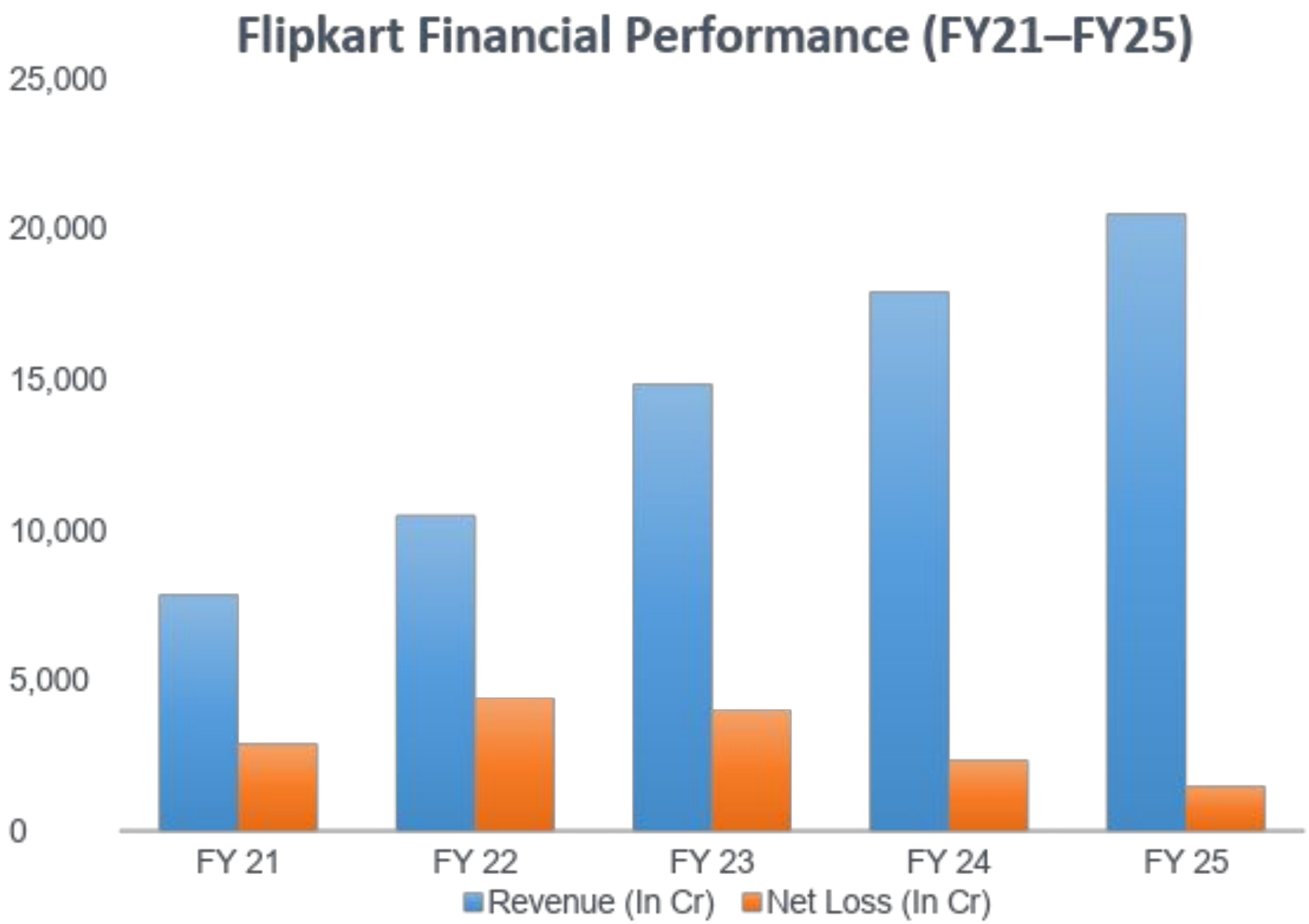
- **2024**
  Introduced Flipkart UPI payments and developed AI features like Flippi, an AI shopping assistant.

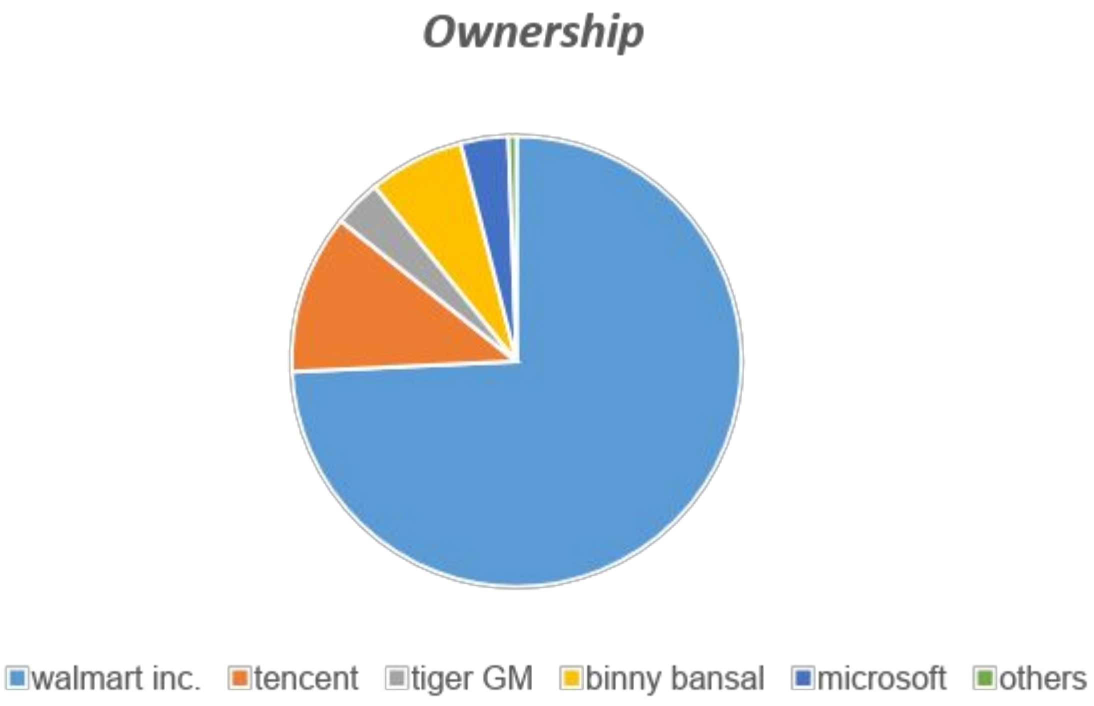
- **2025**
  Received regulatory approval to operate as an NBFC in India, enabling direct lending to consumers and sellers.

2007 — **2010** — **2015** — **2020** — **2022** — **2025**

FINANCIAL HIGHLIGHT

Flipkart

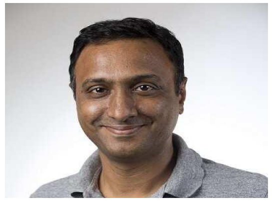




MANAGEMENT

Flipkart

Kalyan Krishnamurthy



- CEO since 2018

Has spearheaded:

- Expansion of Flipkart's marketplace and private labels

Past Experience:

- Consultant – McKinsey & Company

Sriram Venkataraman

- Group CFO since 2020

Has spearheaded:

- Financial strategy and business planning

Past Experience

- Financial Leadership – Hindustan Unilever

Rajneesh Kumar

- Chief CAO since 2010

Has spearheaded:

- Corporate governance and risk management

Past Experience:

- Chairman – State Banks of India

Seema Nair

- Chief Human Resource Officer since 2024

Has spearheaded:

- Talent acquisition and Leadership development

Past Experience:

- Senior HRO – Hindustan Coca-Cola Beverages

Vikas Singh Yadav

- Chief ISO since 2024

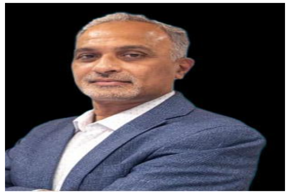
Has spearheaded:

- Leadership of cross-functional infosec teams to address governance, risk management, cloud security

Past Experience:

- CISO – Axis Max Life

Balaji Thiagarajan



- Chief PTO since 2025

Has spearheaded:

- Strengthening cybersecurity and data infrastructure

Past Experience:

- Engineering Leadership – Google

TRENDS AND DRIVERS

Flipkart

Key Trends

- **Rapid Growth of Indian E-commerce**
  India’s e-commerce market is expanding quickly due to rising internet penetration and smartphone usage.

- **Increasing Online Shopping in Tier-2 & Tier-3 Cities**
  A large share of new online shoppers is coming from smaller cities.

- **Rise of Quick Commerce and Faster Delivery**
  Customers increasingly expect same-day or next-day delivery.

- **Shift Toward Mobile Commerce**
  Most online shopping in India is done through mobile apps rather than desktops.

- **Growth of Digital Payments**
  UPI and digital wallets are making online transactions easier and faster.

Key Drivers

- **Strong Brand and Market Leadership**
  Flipkart is one of the largest e-commerce platforms in India, giving it a strong customer base.

- **Walmart’s Financial and Strategic Support**
  Investment from Walmart provides capital, global expertise, and supply-chain capabilities.

- **Strong Logistics Network (Ekart)**
  Ekart enables wide delivery coverage and faster shipping.

- **Major Sales Events (Big Billion Days)**
  Large promotional campaigns generate huge traffic and boost annual sales.

- **Expansion into New Business Segments**
  Growth through fashion (Myntra), advertising, fintech, and logistics services.

SWOT ANALYSIS

Flipkart

STRENGTH

- **Strong Market Leadership in India**
  It holds a significant share of India's e-commerce market (around 39–48%).
- **Strong Financial Backing from Walmart**
  It acquired a 77% stake in Flipkart, providing capital & supply-chain expertise.
- **Strong Logistics Network (Ekart)**
  It's logistics arm Ekart delivers to thousands of pin codes across India and covers a large portion, faster delivery & better control over operations.

WEAKNESS

- **Heavy Dependence on Discounts**
  It relies heavily on discount campaigns such as the Big Billion Days which reduces margins and profitability.
- **High Operating Costs and Cash Burn**
  The company spends heavily on logistics, marketing & infrastructure; it has reported large losses due to high operating costs and investments.
- **Limited Global Presence**
  Unlike competitors like Amazon, Flipkart primarily operates in India and lacks strong international diversification.

OPPORTUNITY

- **Rapid Growth of Indian E-commerce Market**
  India's online retail market is expanding rapidly due to increasing internet penetration and smartphone adoption.
- **Expansion into Tier-2 and Tier-3 Cities**
  It has successfully targeted smaller cities with regional language support and cash-on-delivery, which represent its fastest-growing customer base.
- **Expansion into Fintech and Advertising**
  Flipkart is building additional revenue streams through advertising, fintech, and digital services on its platform.

THREAT

- **Intense Competition**
  Flipkart faces strong competition from companies like Amazon, Reliance Retail, and Meesho.
- **Government Regulations and FDI Policies**
  India's e-commerce regulations on foreign direct investment and marketplace models can impact business operations.
- **Price-Sensitive Customers**
  Indian consumers are highly price sensitive, forcing companies into price wars and heavy discounting.

INDUSTRY OVERVEW

Flipkart

- The E-Commerce Industry refers to the buying and selling of goods and services through digital platforms such as websites and mobile applications. It includes online marketplaces, direct-to-consumer (D2C) brands, and digital payment ecosystems.

Market Structure

- **Marketplace Model**
- Platform connects buyers & sellers and earns commission (e.g., Flipkart).
- **Inventory-Led Model**
- Platform owns inventory and sells directly to customers.
- **Hybrid Model**
- Combination of both structures.

Growth & Market Characteristics

- India is among the fastest-growing e-commerce markets globally.
- Growth is driven by increasing internet penetration and digital payment adoption.
- Tier-2 & Tier-3 cities contribute significantly to new customer acquisition.
- Strong presence of mobile-first consumers (majority transactions via smartphones).
- The industry is currently in the growth stage of its life cycle, characterized by rapid expansion, high competition, and innovation.

Competitive Landscape

- The market is highly competitive with domestic and global players:
- Flipkart
- Amazon India
- Meesho
- Myntra
- Reliance Retail
- Competition is based on pricing, delivery speed, product assortment, and customer experience.

Industry Challenges

- Profitability pressures due to heavy discounting
- High customer acquisition cost (CAC)
- Regulatory scrutiny on FDI norms
- Data privacy & cybersecurity risks
- Rising logistics costs

TRADING COMPARABLES

Flipkart

Particulars	Flipkart	Amazon india	Reliance	Snapdeal	Meesho
Revenues FY25	20493	30139	330000	380	9389
Profit FY25	-1494	-374	12388	-160	-3941
Net profit %	-7.18%	-1.24%	4.5%	41.67%	-41.95%
Market shares	48%	39%	10%	3%	4%
Budget	Valuable product , and better quality products	Stronge prime ecocystem,and higher ASP	Better line of grocery and essentials	Focus on affordable fashion and lifestyle.	Very low asp
Target segments	Mass middle class	Mass middle class	Grocery + essential	Price sensitive	Price sensitive