Flipkart Commerce Cloud

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About Flipkart Group | Who are we?

#1 Ecommerce and #1 Supply Chain platform in India
60%+ market share, 350M+ regd. users, Global brand tie-ups, 200M+ listed products, $1Bn monetization business, Fintech powerhouse, 1.5+ Bn orders per year

Largest logistics and supply chain footprint in eCommerce
19K+ pin-codes covered; 1500+ Hubs; 8M+ shipments handled per day, Massive network spanning 1P and 3P nodes

Comprehensive consumer internet presence & large digital ecosystem
Loyalty currency, Gaming, Videos, OTT, Flights, Hotels, Pharma, Lending, Banking partnerships etc.

Best-in-class tech platforms & innovative features
Grounds up homegrown world class tech stack. Innovations to improve user & seller experience, Automation & Intelligence modules through the value chain, Externalisation

Differentiated talent and celebrated work culture
Strong senior leadership (20+ years experience on average); Multiple Best place to work awards; 3K+ top notch technology and product management talent
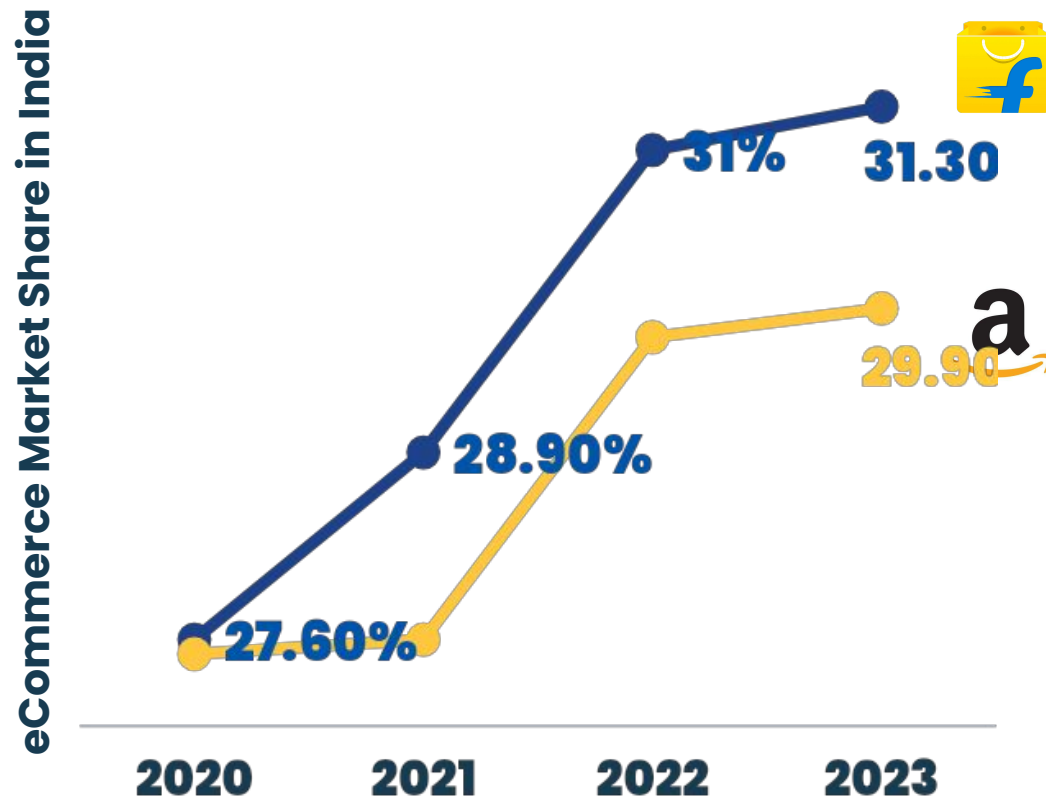
Strong SME partner addressing needs across stakeholders
1M+ seller base, Seller and SME lending, 3P Hub network

Flipkart   Myntra

eKart   Jeeves — Your Service Expert

MapmyIndia   PhonePe

Flipkart Health+   cleartrip

Super Coin   super.money

Flipkart Video   Flipkart Boost

Access the technology **powering one of the world's largest** eCommerce players.

eCommerce Market Share in India

31%   31.30

28.90%

27.60%   29.90

2020   2021   2022   2023

Flipkart is the **No. 1** eCommerce Player in India

200M+
products

$32B+
GMV, in USD

Powered by **Flipkart Commerce Cloud**

What make us different?

Leading Technology

End-to-end technology **tested** at scale.

Solutions trained and **optimised** on billions of data points.

25+ million engineering **hours** built into the solutions.

Real-life retail **expertise**.

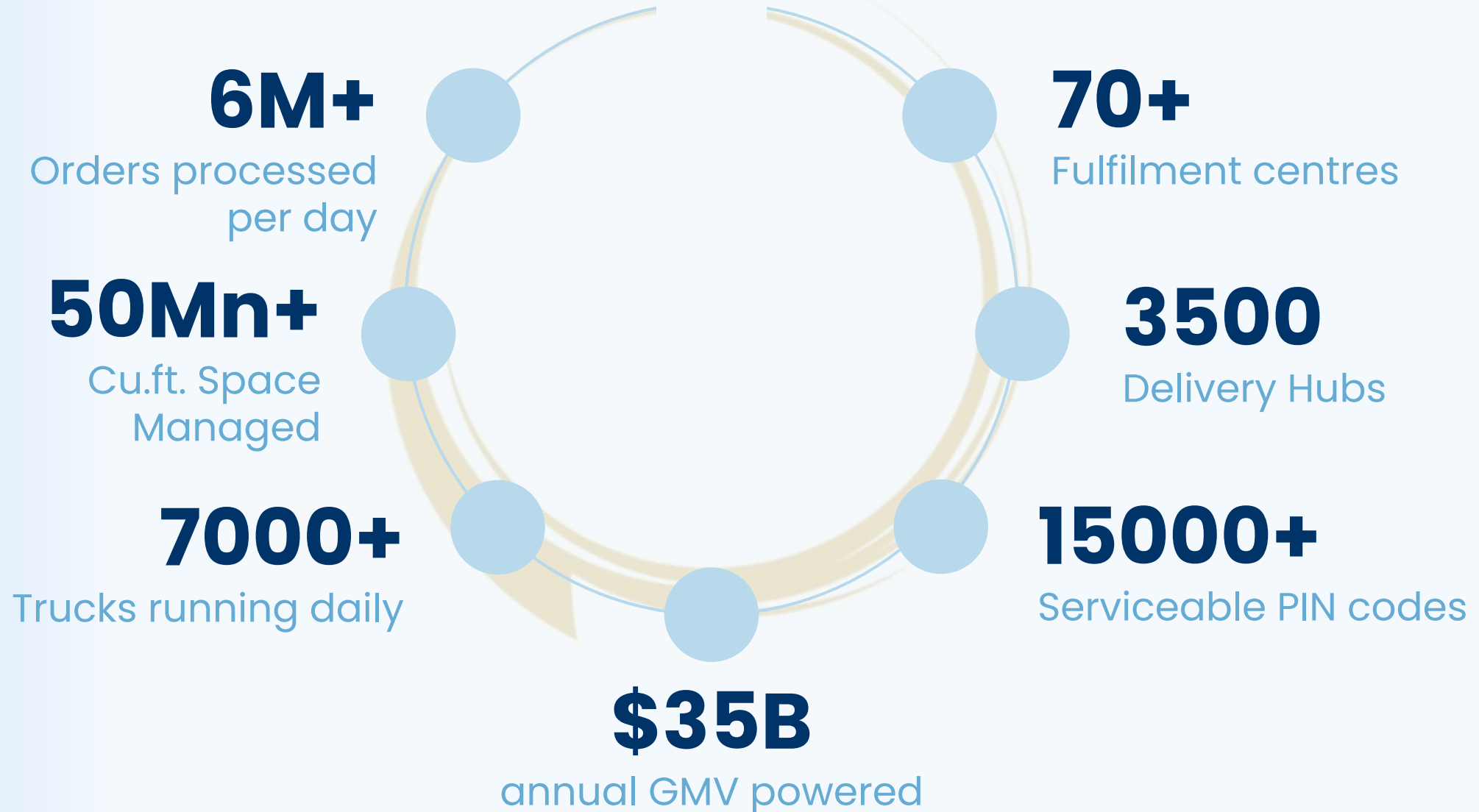Support across strategy, implementation, and optimisation.

World-class product, engineering, and data science **team**.

Underpinned by Unparalleled Expertise

Our solutions are **built for scale and performance**
Entire Flipkart business runs on this stack

6M+
Orders processed per day

50Mn+
Cu.ft. Space Managed

7000+
Trucks running daily

70+
Fulfilment centres

3500
Delivery Hubs

15000+
Serviceable PIN codes

$35B
annual GMV powered

FCC **Suite of Products** Empowers You to Succeed

Digital Commerce

Customer Suite

Commercial & Seller Suite

Supply Chain Suite

Pricing Engine

Competitor Intelligence

Price Optimisation
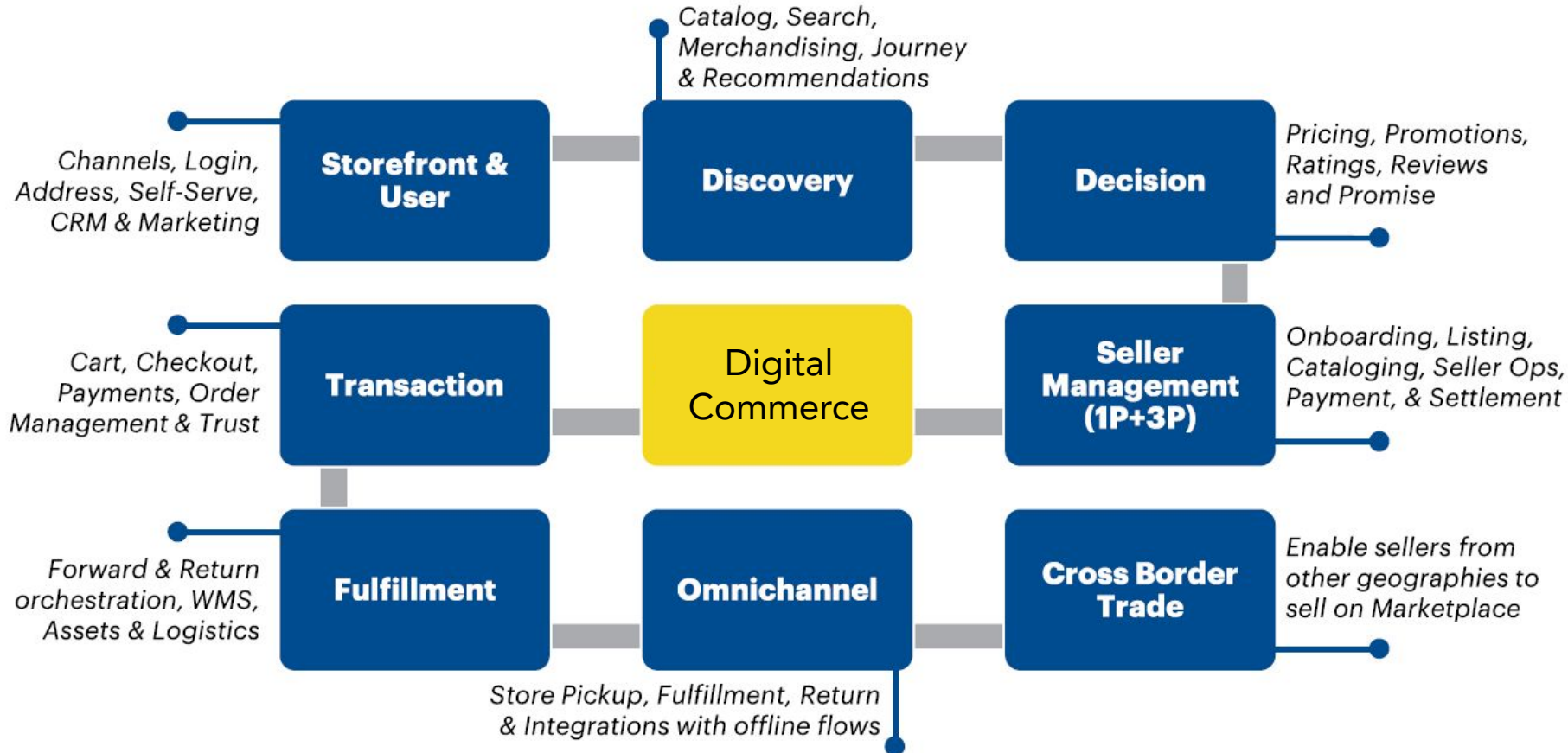
Retail Media

Multi Format Ads

Closed Loop Reporting

Self Serve Platform

Best-in-class **composable headless** commerce solution

FCC **Suite of Products** Empowers You to Succeed

Catalog, Search, Merchandising, Journey & Recommendations

Storefront & User

Channels, Login, Address, Self-Serve, CRM & Marketing

Discovery

Decision

Pricing, Promotions, Ratings, Reviews and Promise

Transaction

Cart, Checkout, Payments, Order Management & Trust

Digital Commerce

Seller Management (1P+3P)

Onboarding, Listing, Cataloging, Seller Ops, Payment, & Settlement

Fulfillment

Forward & Return orchestration, WMS, Assets & Logistics

Omnichannel

Cross Border Trade

Enable sellers from other geographies to sell on Marketplace

Store Pickup, Fulfillment, Return & Integrations with offline flows

Other Features

- ✓ Advanced Personalization
- ✓ Automation
- ✓ AR Experiences
- ✓ Intelligence Platform
- ✓ Gamification
- ✓ Compliance and Support

FCC Digital Commerce **Platform**

Customer Suite

- Profile Manager
- Browse & UI
- Search Engine
- Personalisation
- User Generated Content
- Check Out & Payments
- Customer Support
- Marketing Suite

Commercial & Seller Suite

- Catalogue Management
- Listing Management
- Promotion Console
- Content Management
- Order Lifecycle
- Seller Portal
- Seller Management
- Cross Border Trade Integrator

Supply Chain Suite

- Order Management
- Cross Border Integrator
- Warehouse Management
- Transport Management
- Last Mile Integrator
- Inventory Management

FCC Pricing Engine **Components**

Competitor Intelligence

Accurate and Timely Competitor Data

Rules-Based Engine

Comprehensive and Granular Pricing Rules to Support Retailer's Strategy

Price Optimization

Machine Learning Optimizer to Maximise Revenue And Profit

FCC Pricing **Engine**

FCC Retail **Media**

Compelling Ad Products

Full Funnel Multi-Format Ad Products

Superior Targeting

Driving improved campaign performance

Performance Measurement

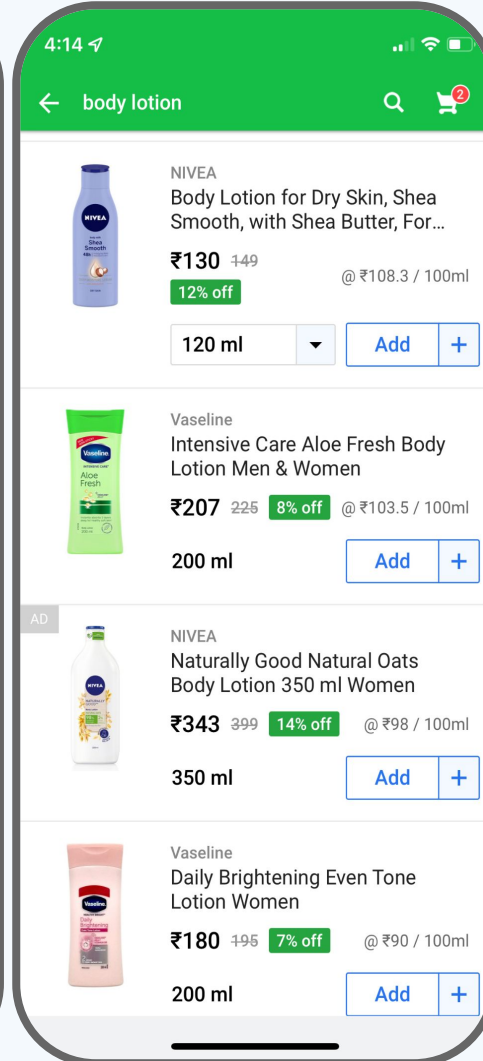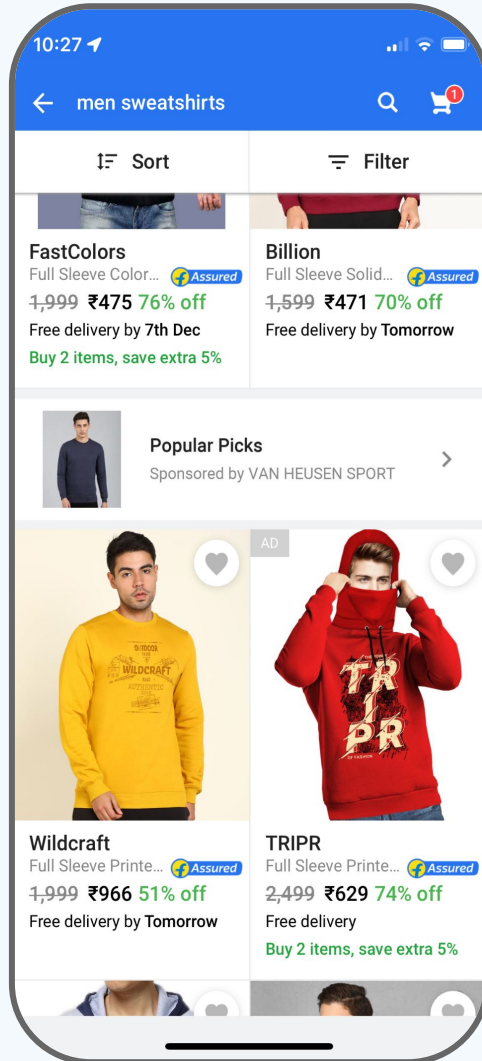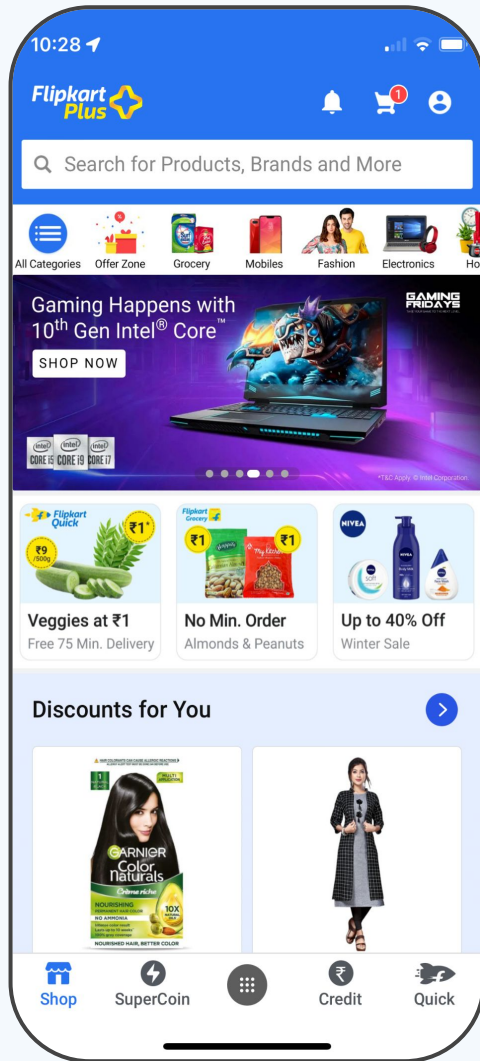Transparent and comprehensive reporting
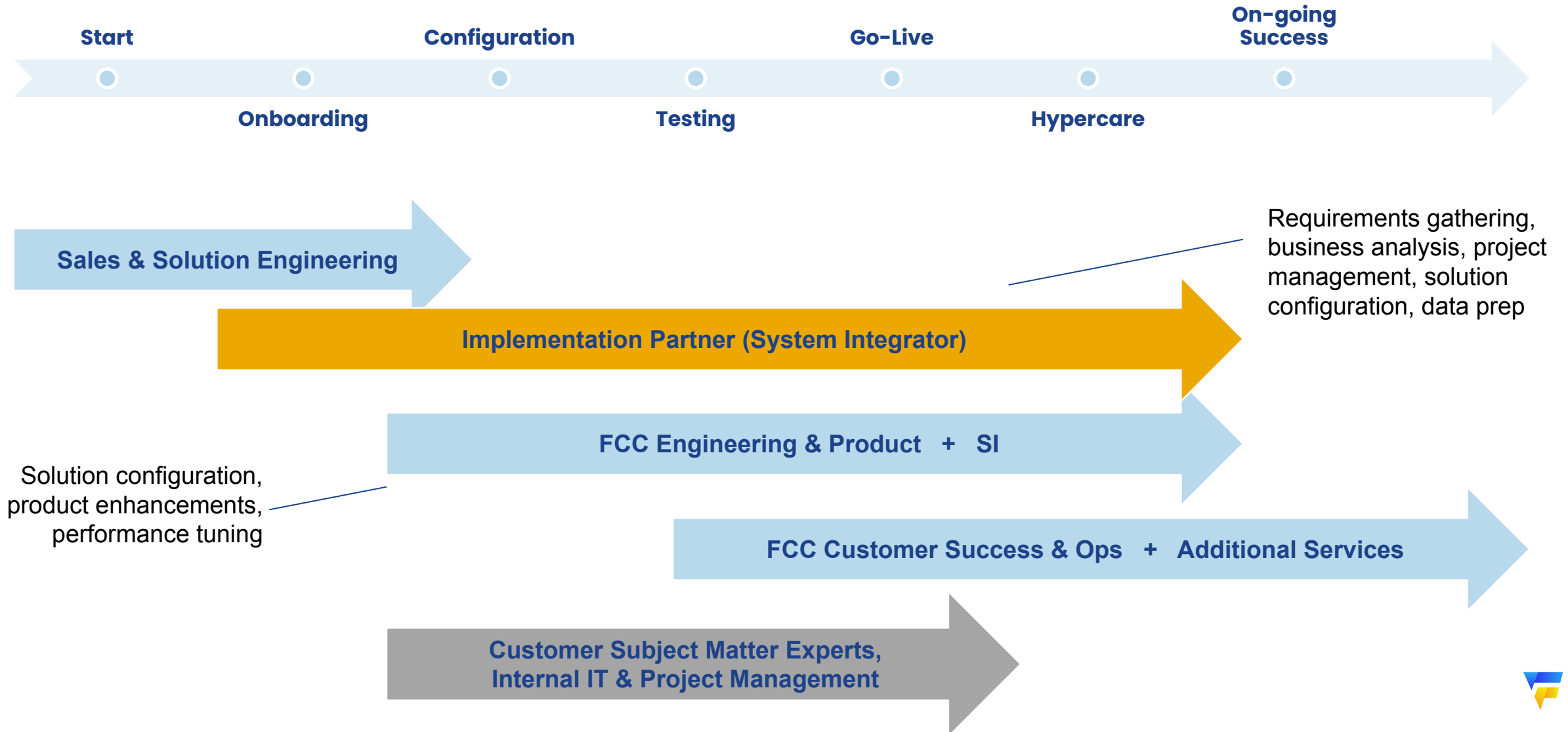
Best-in-class Platform

High efficiency for retailers

Great advertiser experience

FCC Retail **Media**

Engagement Model

Start		Configuration		Go-Live		On-going Success

	Onboarding		Testing		Hypercare	

Sales & Solution Engineering

Implementation Partner (System Integrator)

Requirements gathering, business analysis, project management, solution configuration, data prep

FCC Engineering & Product   +   SI

Solution configuration, product enhancements, performance tuning

FCC Customer Success & Ops   +   Additional Services

Customer Subject Matter Experts, Internal IT & Project Management

Brands that trust us

FCC's Retail Media solution is featured in IDC's Global Retail Media Vendor Marketscape in "Major Players" category

Thank You