



Flipkart Selects Five Startups for the Third Cohort of Flipkart Leap Innovation Network (FLIN)

- Selected startups include Intelligence Node, Invenzo Labs, StoryBrain, Phyllo, and D-ID, offering solutions in the area of GenAI, Omnichannel, Pricing & Selection Analytics, and Video commerce
- Startups will get opportunities for real-world deployment, collaborate with Flipkart product teams, and pilot programs across business units
- FLIN is Flipkart's Flagship accelerator program, committed to fostering innovation and supporting the startup ecosystem

Bengaluru - November 7, 2024: Flipkart is pleased to announce the selection of five innovative startups for the third cohort of the Flipkart Leap Innovation Network (FLIN), its flagship startup accelerator program designed to foster technology collaboration within the startup ecosystem. Following the success of two previous cohorts, this third round introduces startups driving advancements across GenAI, Omnichannel, Analytics, and Video Commerce.

FLIN, launched in January 2022, is dedicated to accelerating the growth of the startup ecosystem in India, driving collaboration, and championing cutting-edge retail innovations. Through FLIN, selected startups gain access to mentorship, resources, and the opportunity to execute pilot projects within the Flipkart ecosystem, scaling their solutions to meet the demands of India's digital economy and e-commerce growth. Shortlisted from nearly 500+ applications, the selected startups will have a unique opportunity to deploy their innovative solutions, benefiting the broader e-commerce ecosystem. This collaboration aims to drive advancements in areas such as quality inspection, price benchmarking, supply chain, content/story creation, and video analytics.

Naren Ravula, Vice President and Head - Product Strategy and Flipkart Labs, said, "Through the FLIN program, Flipkart continues to expand its role as a catalyst for innovation within India's startup ecosystem, providing a collaborative platform for startups to test, refine, and deploy solutions that can shape the future of e-commerce in India."

The five startups chosen for this cohort will run pilot programs with Flipkart to develop solutions:

Intelligence Node - Competitive intelligence on pricing, assortment

Invenzo Labs - Unified omnichannel retail software platform

StoryBrain - GenAI solution to generate short, vertical, videos for commerce

Phyllo - Video analytics and attribute tagging

D-ID - GenAI solution to generate photorealistic and interactive digital avatars

Additionally, four startups from the previous cohort — **Anagog, Speedsize, Sangti, and Vtion** — have recently concluded successful pilot projects with Flipkart, demonstrating the continued success and scalability of the FLIN program.



Flipkart Leap Innovation Network (FLIN):

The Flipkart Leap Innovation Network is designed to engage with startups through commercial partnerships in Flipkart's areas of interest. The selected startups will deploy their solutions via paid pilots on Flipkart, and if successful - will have the opportunity to scale up to a business partnership. Startups that are solving for the Indian e-commerce ecosystem by building innovative solutions and are redefining the e-commerce landscape in areas of core shopping experience, seller enablement, supply chain innovations, tech infrastructure or the future of commerce can apply. 20+ startups from the first and second cohorts have concluded pilots working closely with the Flipkart Product and Engineering teams. A few have already emerged successful and are in the process of scaling up their offerings. These deployments will delight customers by providing a seamless shopping and payment experience, introducing new-age commerce constructs and lowering costs through a more efficient supply chain. For the application process and further information on Flipkart Leap Innovation Network please visit the www.flipkartleap.com

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Flipkart Health+, and Cleartrip. 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