

## Walmart owns India's E-Commerce giant 'Flipkart'

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### Abstract

Players in the e-commerce industry have always been competing for the top position and being the industry leader. However, the scenario of the past decade in the industry has taken various turns and shapes including the investment of Walmart in India's leader 'Flipkart'. The present study highlights the scenario that is prevailing in the e-commerce industry and determines the reasons for which Walmart invested in Flipkart. The study also reveals the impact of this investment on the industry as a whole as well as the customers. Eventually, the future prospects of this deal have been projected. Secondary data has been used for concluding. The paper revealed that how a small seed has taken among the leaders of the e-commerce industry. It is concluded that the investment by Walmart represents an exclusive opportunity in the market with considerable long-term growth prospects. Such investment not only affects the financial prospects but also observes cultural influences, strategic amendments, shaken organizational effectiveness and efficiencies, and exaggerated perceptions of the customers and other stakeholders.

**Keywords:** e-commerce, e-business, shopping

### 1. Introduction

Two computer programmers in India, Sachin Bansal, and Binny Bansal targeted upon the dynamics of innovation and understood the growth possibilities in the online business. At that time nearly 50 million clients existed in the Indian e-business market. Soon these two scholars sensed that with cell phones coming into the picture, it was obvious that more Indian population is going to be associated with internet for shopping online in the future. They had to use those chances to form an internet shopping platform which would uplift the shopping experiences of Indians and take it to new heights.

Being intrigued with E-trade, they chose to begin a shopping site where you can look at items. They wanted to make a webpage that could assist clients with checking the costs of items across various sites and assist them with getting the best incentive for their cash. As they began seeing diverse E-trade sites, they before long understood that the online site experience was truly downright awful. They realized that they may never buy from those ineffectively planned sites and they were not anticipating that others should attempt to do that all things considered.

While they'd to retire their thought for an examination shopping site, they began thinking if they may assemble a vastly improved site and give a superior shopping experience to their clients. The couple was sure that being innovation lovers, they may match.

Without burning through more time, Sachin Bansal and Binny Bansal quit Amazon, and collectively pooled 4 lakh rupees, and started Flipkart in September of 2007. Initially, they started to sell books on their foundation since it was not difficult to the rundown, boat, and discover merchants when contrasted with different classes like gadgets or style which may cost them bunches of money.

## **2. Beginning of the FLIPKART journey**

When they began to search for sellers to list books on their platform, they before long uncovered that it had not been pretty much as simple as that they had suspected. Individuals actually neglected to comprehend the web and working together online wasn't something amazingly mainstream, so most merchants were profoundly distrustful and didn't believe their plan of action. Notwithstanding, both took a stand and figured out how to persuade a few sellers to require a chance on them. With sellers persuaded, they dispatched their site in the month of October 2007.

By the end of October 2007, that they had gotten their first request from a youthful nerd named VVK Chandra hailing from Mahbubnagar in Telangana (beforehand the province of Andhra Pradesh). Their fervor from the initial request before long made them restless as their merchants informed them about inaccessibility of the books. Later, after hotly attempting to discover the book the whole way across Bangalore, the pair figured out how to ask hold of the book and effectively conveyed their first request.

Upon that request, Flipkart authoritatively entered in the e-business. There were scarcely any acceptable E-trade sites in India, and accordingly, the organizers needed to put their clients first and needed to utilize innovation to give them a more grounded shopping experience. Their endeavors to convey their first request represented their responsibility for the clients and it could work well for them inside what's to come. Being a start-up involving only two men, they dealt with the whole lot from fostering their site to conveying books. They had figured out how to convey 20 shipments in 2007 itself.

Within a short span of almost half year, this startup was operationally successful, and in the year 2008 they had shifted to a 2BHK loft in Kormangala, which was supposed to be their office in the years to come. Gradually, the business took a rocket like move and by the end of 2009, flipkart had found itself capable enough to sell books worth Rs.4 crores.

Flipkart was fruitful with book sweethearts and financial angels were getting down checking. In 2009, Flipkart received its first capital speculation worth \$1 million from Accel Partners, a famous venture firm. By almost the end of 2009, Flipkart managed to have a workforce of more than 150 workers and 3 different operational workplaces across India.

Within particularly a short range of your time, Sachin and Binny had figured out how to develop their organization at an unfathomable speed and that they had likewise fostered their characters as business people. Sachin was acceptable at thinking ambitiously and was the individual at the rear of thoughts and vision of Flipkart, whereas Binny, a timid personality was recognized as the activities folks. They had discovered a magnificent accomplice with each other, who supplemented the individual abilities. Sachin's vision was a task for binny to convert into reality.

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**Picture 1:** FLIPKART's variety of product segments.



Source:<https://www.thehindu.com/>

(Image1: Flipkart adding all segments of products and launching new deals to attract more and more customers.)

### 3. E-Commerce in India

India's E-trade was as yet a particular fragment business and a curiously large populace was as yet reluctant to purchase on the web. Notwithstanding, Flipkart had fabricated a trusted brand among the steadfast clients and kept on imparting certainty by giving 24×7 client care and their development proceeded. Be that as it may, things were evolving radically, once Tiger Global went ahead board when their new association with its first venture of US\$10 million out of 2010.

Since Flipkart had effectively turned into a foundation of decision for book darlings in India, the startup had the option to make its subsequent stride. With new accomplices and greater speculation, Flipkart had the option to plunge into the hardware class. So they began trading for mobiles in 2010. In any case, months came, and keeping in mind that book deals kept on developing, portable deals stayed stale. plainly clients were able to pay modest quantities of money like 500 rupees on the web yet they weren't exactly prepared to spend enormous amounts of wealth like Rs 10,000 or 15,000 for mobiles with no first contacting and tangibility of the items, something which they had promptly accessible in physical shoes.

Flipkart had assembled sufficient acclaim to construct that amount of trust among its clients. This issue constrained the authors to think in an unexpected way. Also, that they were prepared to think of an excellent thought of presenting Cash on Delivery (COD). Very soon, the two-man startup 'Flipkart' was amongst one of the essential E-business new companies to present money down choice for its clients.

The organizers were never going to budge on gaining faith of Indian shoppers and that they multiplied down on their fantasy by presenting no inquiries posed to return strategy and followed it up by a substitution strategy. They were able to forfeit development for consumer loyalty.

At present, these three highlights are presented by each E-trade site in India however it had been remarkable in 2010 and 2011. Clients cherished these choices as they had choices in terms of adaptability in paying and purchasing items on their footing. Because of Sachin and Binny, Indians who were terrified of trading on the web were currently getting used to the current original thought of web-based shopping and receiving the items conveyed directly at their doorsteps.

Presently somewhat like disconnected market, that they had the decision to either return the product on the off chance that they challenged it or receive an entire discount. This was a distinct advantage and Flipkart's business began to develop significantly speedier than they'd at any point developed. From only Rs.4 crores in incomes within the year 2009, Flipkart extended its incomes to Rs. 75 crores by the end of fiscal year 2011, development of 18.75 occasions more than the past event.

Before long there was no halting Flipkart, they'd deciphered the code to Indian buyers and broke the authority of physical stores. They kept extending across classes and cash flowed in from financial backers.

Flipkart had effectively recognized as a unicorn by the year 2012, holding the second position in India, InMobi being at the first place.

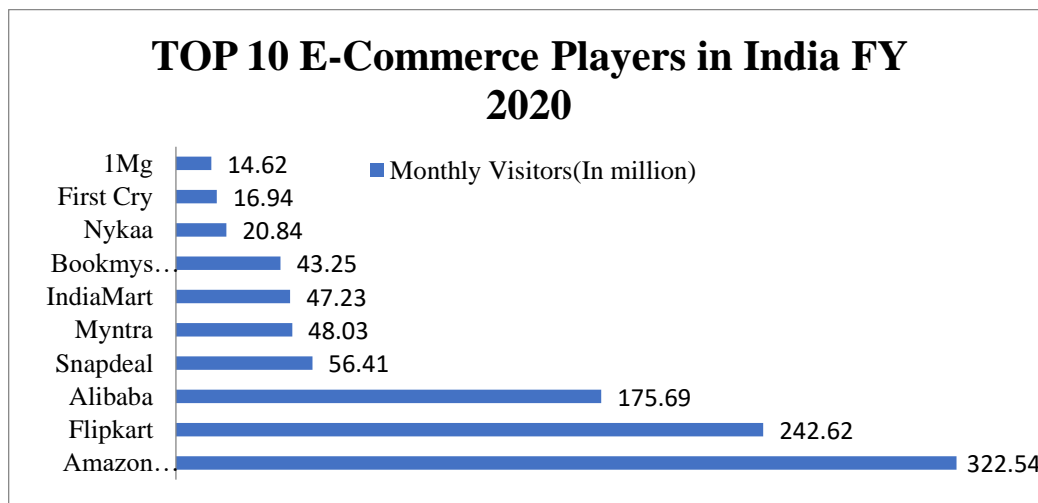
The expression "Unicorn" became popular after being revived by Aileen Lee in 2013, who is the principal architect of Cowboy Ventures. Now, Flipkart had turned into an enterprise that would be chased by various business houses in the approaching years and Sachin and Binny were turned into the essence of India's developing startup scenario.

**Table no 1:** Top 10 E-commerce Players in India (FY2020)

TOP 10 E-Commerce Players in India FY 2020		
Sr.No.	Company Name	Monthly Visitors(In million)
1	Amazon India	322.54
2	Flipkart	242.62
3	Alibaba	175.69 (4.20 % of India)
4	Snapdeal	56.41
5	Myntra	48.03
6	IndiaMart	47.23
7	Bookmyshow	43.25
8	Nykaa	20.84
9	First Cry	16.94
10	1Mg	14.62

Source: <https://ecommerceguide.com>

**Chart no1:** Top 10 E-commerce Players in India (FY2020)



Source: <https://ecommerceguide.com>

(Table no1 & Chart no1 shows that Flipkart is the 2<sup>nd</sup> largest online shopping website after Amazon in India in the year 2020.)

#### 4. Acquisition and its impact on the retail industry

In the second week of May 2018, the situation of India's retail witnessed a significant change through a securing that elaborate perhaps the greatest part of India's internet business industry and the biggest trader. On 10 May, 2018, nearly everybody across different spaces of revenue was discussing, what is considered to be the greatest web-based business bargain. Post 20 months of discussion, Walmart Inc. had effectively finished up by getting a 77% stake in Flipkart for \$16 billion. With the offer that high and an assessment of more than \$20 billion, this is additionally viewed as the biggest buyout for the US-based firm. The obtaining incorporates \$2 billion as the sum put away for a new venture by Walmart. The point is to take on rival Amazon's worldwide extension, fixing the worth of Flipkart at \$22 billion. While the world was discussing this agreement, how about we bring a look into how this affects the organizations, including the retail business and above all, the purchasers.

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Walmart gains Flipkart is an arrangement that won't just place Amazon and Walmart in a similar pit for rivalry however will likewise see one of its originators' finished exit. Sachin Bansal, the prime supporter will pull out himself while Binny Bansal will remain contributed. Having that said, the Flipkart brand will stay particular from that of Walmart. For Walmart, the market situation wasn't as blushing with it dropping by 4% to \$240 billion since it lost \$10 billion in market capitalization. Presently, contender Amazon saw a peripheral expansion in market capitalization by 0.3% to \$779 billion. Post the agreement, Walmart can use Flipkart's mastery and contact a more extensive client set. Walmart can at long last hope to break the limitations it has looked in the Indian market for as far back as 11 years and fill in the market. Both firms together can support the startup work culture and morals in this manner making an intriguing pattern for the business. Walmart CEO Doug McMillon communicated his astuteness on figuring out how to fabricate an environment, improve and construct better methods of administration and installments. Consequently, Flipkart will profit from Walmart's involvement with omni channel skill, sourcing, and store network management. The rest of the 23% stake in Flipkart will be held by and large by Binny Bansal, venture firm Tiger Global, Chinese Internet combination Tencent, and Microsoft Corp. Flipkart and Walmart have likewise declared their arrangements to rope in different financial backers. Letter set may be one of the organizations that would put \$1-2 billion in the organization.

### 5. Industry Scenario

A couple of market specialists have communicated their failure in the securing saying they anticipated that a native company should increase and turn into an internet business monster that can endure the hypercompetitive climate. Notwithstanding, given the capital required and the way that Indian business sectors need on that front alongside administrative opportunity, this appeared to be the following most ideal alternative for Flipkart. This arrangement would not just assist Walmart with globalizing its client base and improve its innovative assets, yet will likewise put it nearer to its immediate rival, Amazon on this front. This fight between an enabled Flipkart, Walmart and Amazon will shrivel the space for more modest parts in the business as it is currently anticipated that costs and nature of the merchandise, and conveyance administrations and installment choices will be exceptionally competitive. This securing won't just up the opposition in the retail space however will likewise set out greater work open doors in this area. Financial areas like the farming and framework spaces will profit exceptionally from this opposition among Flipkart and Amazon. Not exclusively will the ranchers get a benefit of expanding interest for products, this situation would likewise help the general client merchandise's quality. This monetary lift will be combined with the requirement for mechanical advancement in space. We may observe more improvements in the conveyance frameworks, installment benefits, and surprisingly in application and web architectures. This will push the contenders to up their game as well and will guarantee a better client experience all in all.

### Changes for the Customers

The American goliath, Walmart will get a higher scope of items to the Indian customers. With lower costs and a higher number of items to offer, Amazon will undoubtedly retaliate with profoundly cutthroat value ranges. Pair this with a more extensive scope of administrations that would be offered to a normal Indian e-retail buyer, and the client base is set to profit by this whole agreement. Flipkart's incredible development, the money down framework resounded well with the Indian client and constrained other retail players to present something very similar. The arrangement including the two area specialists will acquire a comparative arrangement of inventive administrations to make the client experience consistent and proficient.

### Shareholding Pattern of Flipkart (in Nov 2020)

While Flipkart was obtained by Walmart in 2018 when the American retail monster dished out an astounding \$17 billion for 77% stake, Binny Bansal, and early financial backers including Accel, Microsoft, and Tiger Global still by and large own stakes worth more than \$3 billion in the company. The Indian online business goliath has gotten new money implantation of \$560.45 million from its larger part investor: Walmart. As per administrative filings, Flipkart's Singapore-based holding element Flipkart Private Limited assigned 3,957,960 offers to Walmart's Luxembourg substance FIT Holdings SARL at an issue cost of \$141.6 per share. According to Fintrackr's gauge, Flipkart has been esteemed for almost \$23 billion after this financing tranche. Flipkart has declared an all-out \$1.2 billion imbue from Walmart. Nonetheless, the organization is yet to assign shares for the leftover \$639.5 million from Walmart. After this new continues from Walmart, the Doug McMillon-drove retail aggregate possesses 82.1% of Flipkart. As of now, the stakes are valued at \$18.9 billion. Chinese web aggregate Tiger Global stands apart as the second-greatest investor in the online business commercial center, holding a 4.77% stake worth around \$1.15 billion through its auxiliary Aceville.

**Table no 2:** Representation of Shareholding Pattern of Flipkart (FY2020)

Sr.no.	Shareholding Pattern Of Flipkart in November 2020	Share (in %)
1	Walmart	82.1
2	TigerGlobal	4.77
3	Binny Bansal	4.2
4	Microsoft	1.53
5	Accel	1.38
6	Iconiq Capital	0.98
7	Temasek	0.29
8	UBS	0.19

Source: <https://www.thehindubusinessline.com/>

(Table no 2 represents that Walmart has the largest share in Flipkart with 82.1% and 17.9% taken by small investors and venture capitalists in the year 2020.)

New York-based Tiger Global is in third place, managing a 4.77% stake in Flipkart using fewer assets and subsidiaries with a total value of approximately \$ 1.09 Billion. The Microsoft Global Authority also holds \$ 328.3 million respectively, from an Indian-based business company. Tencent, Microsoft, and eBay raised \$ 1.4 billion around Flipkart in mid-2017. Both eBay and Steadview have been offered a complete exit by Walmart and have released their offer. Accel, which had invested \$ 1 million in Flipkart as its first institution cash in 2009 and additionally became interested in tracking improvements, still costs 1.38% stake, currently valued at \$ 297.65 million. It's important that the first phase of the VC firm has weak stakes at Flipkart in many previous events and we are making a blockbuster return.

Flipkart's main supporters Sachin Bansal and Binny Bansal are said to have made billions of dollars each. While Sachin has donated his entire number to Walmart, Binny has a 4.2% stake worth \$ 732.3 million. Some full sponsor stocks (0.47%) for UBS speculation bank and additional investments, valued at approximately \$ 112 million.

**Flipkart Subsidiaries List:** Flipkart is a company that was established in 2011 in Singapore and registered with the Singapore government. Flipkart Pvt Ltd is the sole owner and parent company with a number of subordinate services involved.

Subsidiaries under Flipkart:

**Table no 3:** List of Subsidiaries under Flipkart Pvt. Ltd

Sr.no.	List of Subsidiaries Under Flipkart Pvt. Ltd
1	Myntra
2	PhonePe
3	Upstream Commerce Ltd.
4	Jabong.com
5	Ekart
6	FK Myntra Holdings Private Limited
7	DSYN Technologies Pvt. Ltd.
8	AdIQuity Technologies Pvt. Ltd.
9	Ugenie, Inc.
10	Jeeves Consumer Services Pvt Ltd
11	Mallors, Inc.

Source: <https://caknowledge.com>

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(Flipkart is having more than 11 subsidiaries from various business categories.)

Under the above companies, five more companies are listed in India:

**Table no 4:** Showing three entities registered in Singapore as 100% subsidiaries of FPL

Sr.no.	
1	Flipkart Payment Gateway Services Pvt Ltd (Which provides the payment gateway services with the product called payzippy)
2	Flipkart India Pvt Ltd (Wholesale cash and carry entity)
3	Flipkart Internet Pvt Ltd (Flipkart.com is owned by this company and all the technology-related issues are seen by this company)
4	Digital Media Pvt Ltd (It is a dormant company that doesn't file its return)
5	Digital Management Services Pvt Ltd (It is an enterprise which runs letsbuy.com)

Source: <https://https://www.livemint.com/>

(Table no 4 shows Flipkart and other 5 companies which have been incorporated in India but registered in Singapore.)

### Acquisition of Myntra by Flipkart

This was the most talked about topic in the e-commerce platform market area where Flipkart acquired myntra.com for about 2200 crore. Myntra.com shareholders have accepted Flipkart acquisition but Myntra.com directors or owners Mukesh Bansal and Ashutosh Lawania have not accepted the transfer but have asked for the same amount. The owners of Myntra.com received a standard consideration of 427 crores in exchange for the ownership of their shares on myntra.com.



(Flipkart acquires Myntra in the year 2014, for making profits through the clothing section business.)

Source: <https://timesofindia.indiatimes.com>

### About Walmart

Walmart Inc. (NYSE: WMT) helps people around the world save and live better - anytime anywhere - in retail stores, online, and on their mobile devices. Each week, nearly 270 million customers and members visit our 11,700 stores under 65 banners in 28 countries and on E-Commerce websites. For the 2018 financial year of \$ 500.3 billion, Walmart employs an estimated 2.3 million people worldwide. Walmart continues to be the foundation for stability, corporate profitability, and employment opportunities.

### About Flipkart

Flipkart Group is one of India's largest trading platforms and includes Flipkart, Myntra, Jabong, and FoniPe. Launched in 2007, Flipkart has empowered many customers, retailers, retailers and small businesses to become a platform for India's e-commerce transformation, offering more than 80 million products in 80+ categories. Flipkart is understood for its new industry-leading services such as Cash on Delivery, No Cost EMI and direct refunds - customer-focused services that have made online shopping accessible and accessible to more customers. In addition to Myntra and Jabong, who hold prominent positions in the online fashion market, as well as FonePe, the first UPI-based payment system offered in nine languages, Flipkart Group has led the commercial transformation in India.

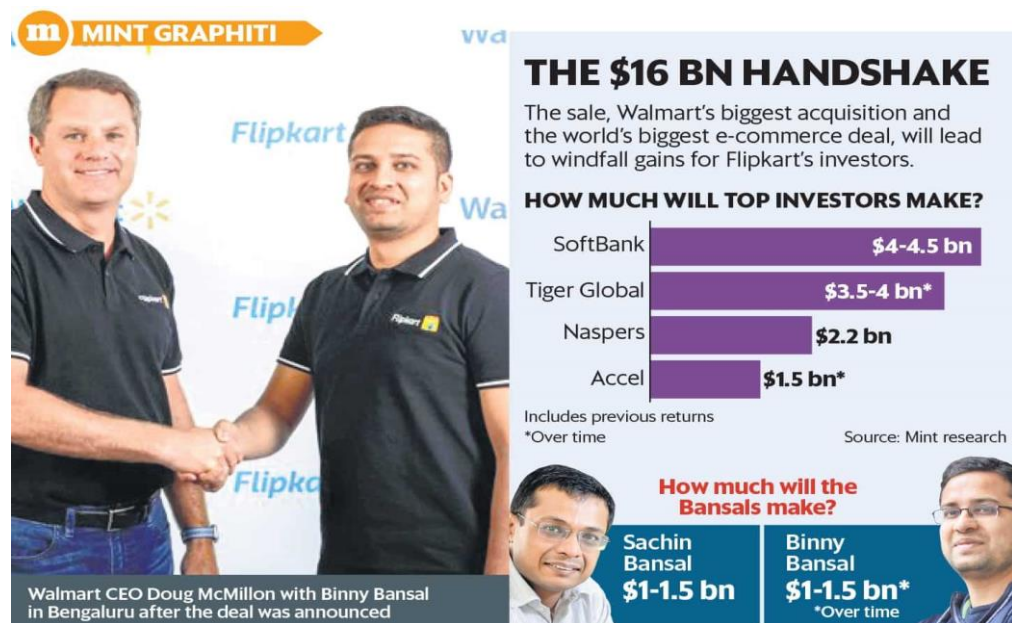


Source: <https://www.businesstoday.in>

### Walmart Investing in Flipkart Group, India's Innovative e-Commerce Company

**BENTONVILLE, Arkansas, BENGALURU, India, May 9, 2018** - Walmart Inc. (NYSE: WMT) has announced its signed contracts to become a major shareholder in Flipkart Group ("Flipkart"). The investment will help accelerate Flipkart's customer-focused goal of innovating commercial technology in India and underscore Walmart's commitment to job creation and investment in India, one of the world's most important and fastest growing economies.

According to official approval in India, Walmart could pay about \$ 16 billion for the first 77 percent of Flipkart Private, Flipkart Private Limited. The entire business will be held by a number of existing shareholders in Flipkart, including Flipkart founder Binny Bansal, Tencent Holdings Limited, Tiger Global Management LLC, and Microsoft Corp. While the focus will be on customer service and business growth, Walmart supports Flipkart's desire to switch to a publicly listed, publicly owned company.



Source: <https://www.livemint.com/>

*"India is one among the foremost attractive retail markets within the world, given its size and rate of growth, and our investment is a chance to partner with the corporate that's leading the transformation of e-commerce within the market,"*

*-Doug McMillon, Walmart's president and chief military officer*



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As an organization, we are transforming the world to meet and exceed customer needs, and that we look forward to working with Flipkart to grow in the midst of this critical market. We are also excited to do this through Tencent, Tiger Global, and Microsoft, who can be key strategic and technology partners. We hope that this team will provide Flipkart with an improved strategic and competitive advantage. Our investment will benefit India by providing high quality and affordable goods to consumers while creating new jobs and new opportunities for small suppliers, farmers, and women entrepreneurs. "

"These investments are very important in India and can help rekindle our desire to deepen our focus on buyers and sellers and create the next wave of sales in India," said Binny Bansal, a partner with Flipkart, chief military officer. "While eCommerce is still a small part of sales in India, we see potential growth. Walmart is the right partner for the next phase of our journey, and we look forward to working together in the coming years to bring our strength and learning to sales and e-Commerce forward."

Founded in 2007, Flipkart led the transformation of India's e-Commerce. the company has grown rapidly and gained customer trust, utilizing a strong technology base, including AI, and emerging as a pacesetter in technology, big things, mobile and fashion, and clothing. at a time when Walmart expects e-Commerce to quadruple global sales, and with well-known platforms such as Myntra, Jabong, and FonPe, Flipkart is specially designed to utilize its integrated, defined service environment, in-depth customer experience for Indian customers and leading sales. Flipkart's procurement arm, eKart, operates 800 cities, making 500,000 deliveries daily. Before the financial year ended March 31, Flipkart recorded \$ 7.5 billion in GMV and \$ 4.6 billion in revenue representing 50 percent growth annually and over the year in both years. Through investment, Flipkart will utilize omnichannel omnichannel marketing, grocery, and general acquisition knowledge, and financial capabilities, while talent, technology, customer insights, and Flipkart culture, as well as innovative and innovative cultures will benefit Walmart in India and around the world.

While Walmart and Flipkart will use the combined power of both companies, they will keep separate brands and functional properties. Currently, Walmart India operates 21 top cash-generating stores and carries one fulfillment center in 19 cities in nine states of India, with 95 per cent earning from India, assisting providers, creating skilled jobs, and contributing to the local economy of the brothers. Krish Iyer, president, and chief of staff at Walmart India, will still be leading that part of the business.

*"Flipkart has established itself as a prominent player with a robust, entrepreneurial leadership team that's an honest cultural fit with Walmart,*

*"-Judith McKenna, president and chief military officer of Walmart International."*

- This investment is in line with our strategy and our aim is to contribute to the success story of India, as we grow our business. Over the past decade, Flipkart has become a market leader with a strong focus on customer service, technology, procurement, and comprehensive product integration. With Flipkart so other close shareholders, we will continue to develop an e-Commerce winning system in India. "

- With rapid sales changes, Walmart is actively trying to find new ways to serve customers and move faster. Flipkart investment represents a unique opportunity, in terms of trying to find new ways to grow locally and internationally, especially in markets with significant long-term opportunities. Flipkart's investment is transforming Walmart's position in the country with a population of about 1.3 billion, strong GDP growth, growing capitalists, and an important route for smart phone, internet and e-Commerce access.

- Structure, Financial Results, and Other Details

- Walmart's investment includes \$ 2 billion in current funding, which could help Flipkart accelerate future growth. Walmart and Flipkart are also in talks with additional investors who could be part of the competition, which could result in Walmart's investment stagnation slowing down once the transaction is completed. However, the company will retain the clear identity of the majority. Tencent and Tiger Global will continue on the Flipkart board, joining new members from Walmart. the final structure of the board is yet to be determined, but will include independent members. The Board will work to maintain Flipkart's core values and business spirit while ensuring its strategic and competitive advantages.

- The closure is predicted later in this public year, subject to legal approval.

- To finance the fund, Walmart aims to use a combination of newly issued debt and available funds. Upon closing, Flipkart funds will be reported as part of Walmart's global business. If the transaction had not closed more than the second quarter of this financial year, Walmart expects a negative impact on the FY19 EPS of about \$ 0.25 to \$ 0.30, which includes additional investment-related costs.

- At FY20, as we look to accelerate growth during this crucial market, Walmart expects a total EPS headwind of about \$ 0.60 per share, which includes:

- Operating losses of approximately \$ 0.40 to \$ 0.45 per allocation, taking into account the minimum tax loss for the medium term.

- With the financial empowerment of the company, we anticipate the continuation of our current stock exchange program while maintaining our strong credit record. His investment reflects a single market opportunity with high long-term growth prospects. Walmart invests in a local leader with strong leadership and a culture of innovation and innovation, so the company is affiliated with a group of strategic and dedicated shareholders focused on customer service.

### Growth of Flipkart

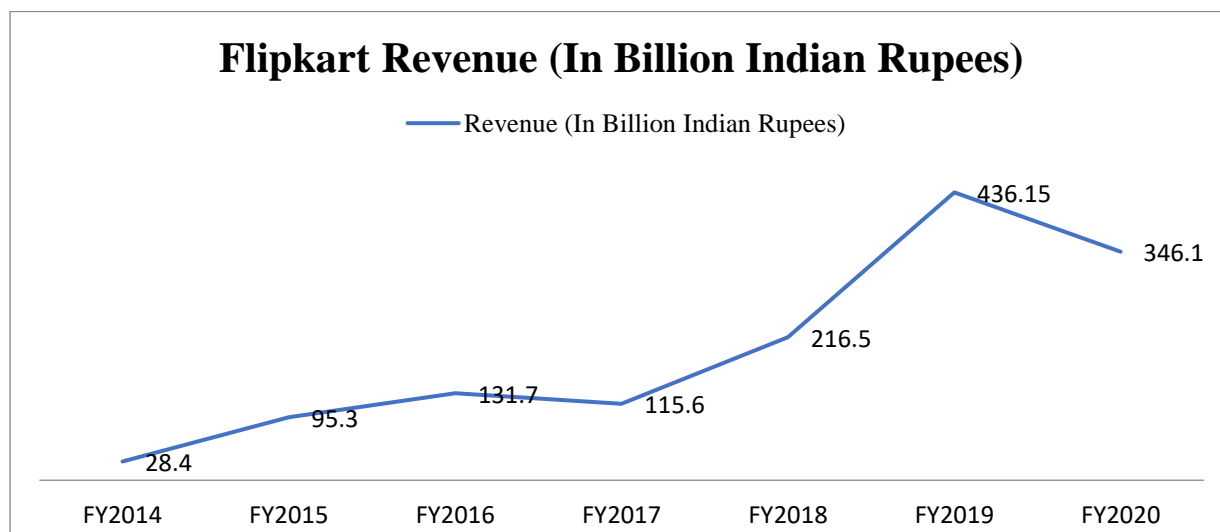
**Table no 5:** Showing representation of Flipkart Revenue (FY2014 -20)

Flipkart Revenue Growth	
	Revenue (In Billion Indian Rupees)
<b>FY2014</b>	28.4
<b>FY2015</b>	95.3
<b>FY2016</b>	131.7
<b>FY2017</b>	115.6
<b>FY2018</b>	216.5
<b>FY2019</b>	436.15
<b>FY2020</b>	346.1

(Table no 5: From 2014 to 2017 there was rapid growth in Flipkart after Walmart acquire Flipkart the revenue also jumps, but after the last quarter of FY2019, Due to covid 19 pandemic hits the supply chain in India, then the revenue growth slow down From 436.15 billion Indian rupees to 346.1 billion Indian rupees)

Source:: <https://www.statista.com>

**Chart no 2:** Graphical Representation of Flipkart Revenue (FY2014-20)



Source:: <https://www.statista.com>

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### Partnership to donate to India

As the Walmart scale in India, the company will continue to work together to develop sustainable economic processes across agriculture, food, and trade. Future investments will support national programs and could bring sustainable benefits to the country, including:

- **Job creation**, as strategies will create jobs through the provision of supply chains, commercial opportunities, and direct employment (Hall, 2020).

- **Supporting small businesses and 'Make in India,'** through direct procurement as expanded export opportunities through land acquisition and e-commerce. Among other initiatives, Walmart will partner with Kirana owners and its members to help with their modern ways of selling and using digital payment technology. (Chhabra, 2020)

- **Support farmers** and build chains to provide local market access and improved market access (DeHart, 2020).

- **Reduce waste** by improving waste management practices and investing in supply chains, especially cold storage (Rosenfeld, 2021).

### Flipkart acquires Walmart India, shipping Flipkart Wholesale

Flipkart Wholesale is another computerized enterprise that specializes in reducing the business-to-business (B2B) share in India. "This trade center will successfully integrate retailers on the same side with kiranas and making small, medium and medium-sized (MSMEs) protections will help strengthen the capacity to address the needs of Kirana and MSMEs.

"The B2B market for finished products has been projected to cost USD 650 billion. Most importantly, we will enter USD 140 billion of that USD 650 billion, which is the highest level of style, basic, standard, large, and small gadgets.



(An Indian Kirana retail market store, also purchasing products from Flipkart as a wholesale purchase for reselling into the offline market.)

Source: <https://www.business-standard.com/>

Walmart, the world's largest retailer, has entered India by partnering with Bharti Enterprises for money and transfer and transfer business that allows private companies, Kirana stores, and accommodation to buy in bulk. In 2013, the two organizations went to the other side and Walmart continued to weigh in and transfer business to India alone.

Representatives of the Walmart India business will join the Flipkart Group and local office groups will apply next year, the organizations said in a statement. Walmart India has been a wholly owned subsidiary of Walmart

Inc and is estimated to have a total of approximately 3,500 representatives. online. Walmart India has the money and transfers a store that comes to Tirupati in the coming months, not many months.



(Walmart Stores has opened a 'dark store' (a large retail facility that resembles a standard supermarket or other store but isn't hospitable to the general public, housing goods went to fulfill orders placed online), in India.)

Source: <https://www.marketing360.in/>

**Metro cities are great markets for consumers but the availability of large real estate at a reasonable cost is a challenge.**

*-Krish Iyer, CEO at Walmart India*

"What we saw in Covid-19 (flare-up) was that kiranas buy in more ways than ever. is that kiranas are available for purchase both on the web and disconnected (Santra, 2020).

Within that, the internet will receive an unequal share of development. Skills are free. This initiative recognizes the fundamental role played by kiranas and MSMEs in relation to India's prosperity and growth. These organizations will have a one-size-fits-all approach to attractive and powerful systems, developed by informed stock-cutting proposals, conveyed through a fast and robust organization to drive outstanding performance and better limits. Kiranas and MSMEs similarly benefit from agreeing on easy credit options and the opening of new payment years through various Flipkart drives, creating better ways to promote development, he added. At the same time, your affiliates will benefit from more nationwide access, small market experience to enable compulsory stock planning and innovation, as well as savvy delivery.

In the meantime, Walmart Inc continues to operate in a separate design unit in the country under Walmart Labs India.

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## Walmart owns India's E-Commerce giant 'Flipkart'

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