

Flipkart

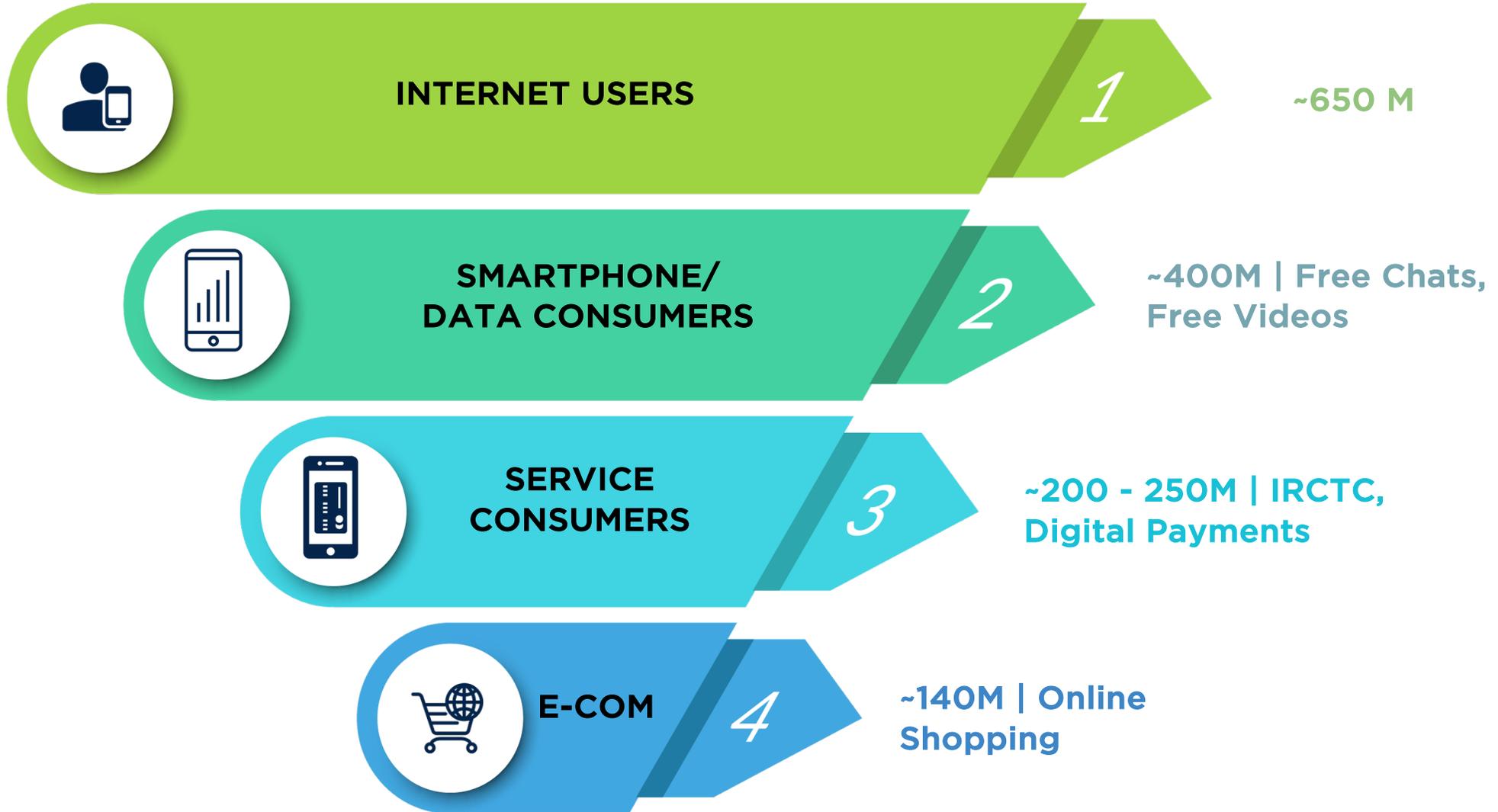


 MMA

11th EDITION
IMPACT INDIA
FUTURE OF MODERN MARKETING
19 & 20 MAY 2022

Enabling Commerce for the next wave of Digital Indians

Naren Ravula
VP, Product Strategy
& Flipkart Labs



5 Key technology trends shaping India's ecommerce evolution



**VOICE &
VERNAC**



**SUPPLY CHAIN
TECH**



**VIDEO
COMMERCE**



**SOCIAL
COMMERCE**



**IMMERSIVE
EXPERIENCES**

VERNACULAR - Speaking the languages of the country

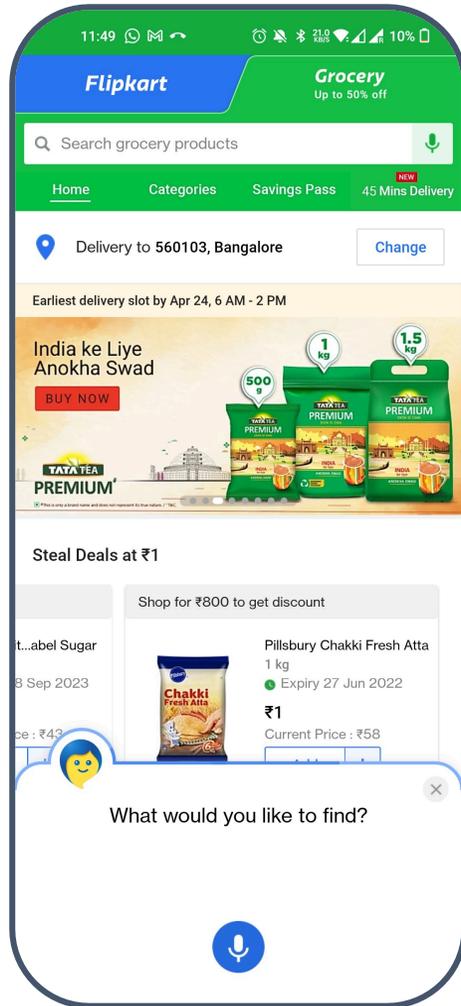


Debit Card ←
Cash on Delivery ←

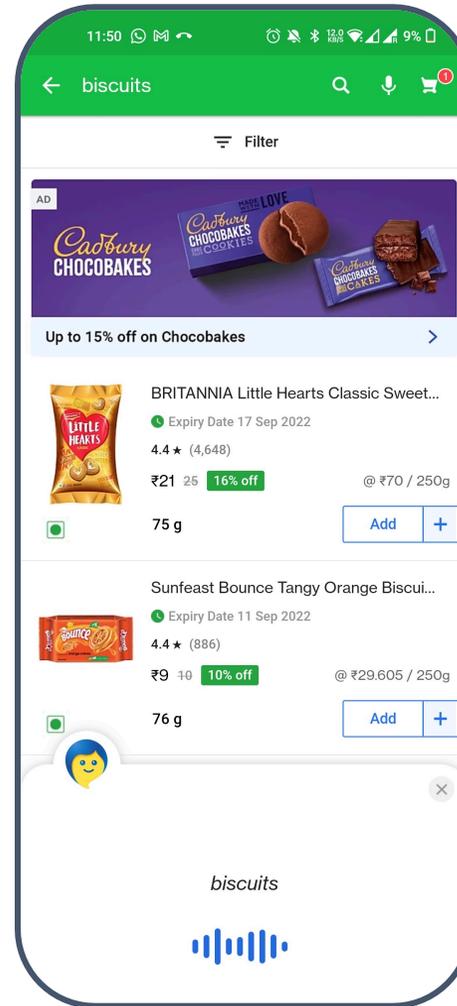


VOICE ASSISTANT (English & Hindi)

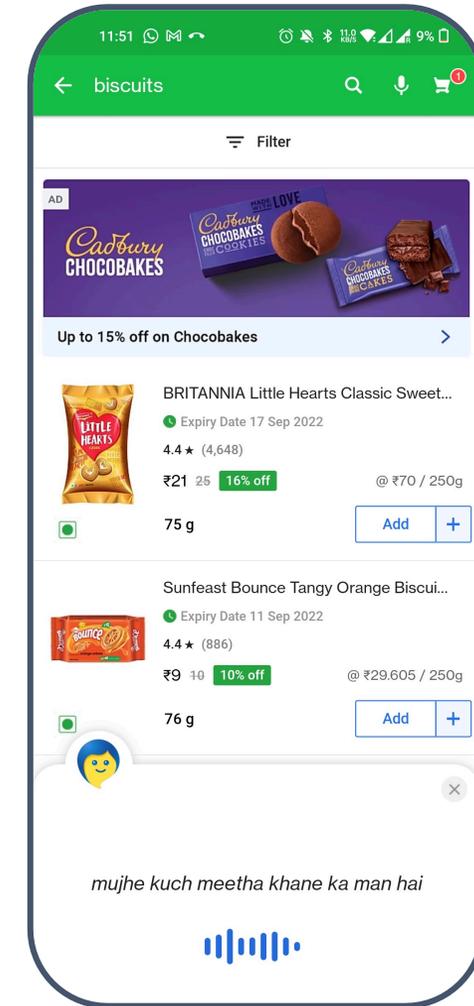
- Talk to your App!



Tap and talk!



Call out what you need



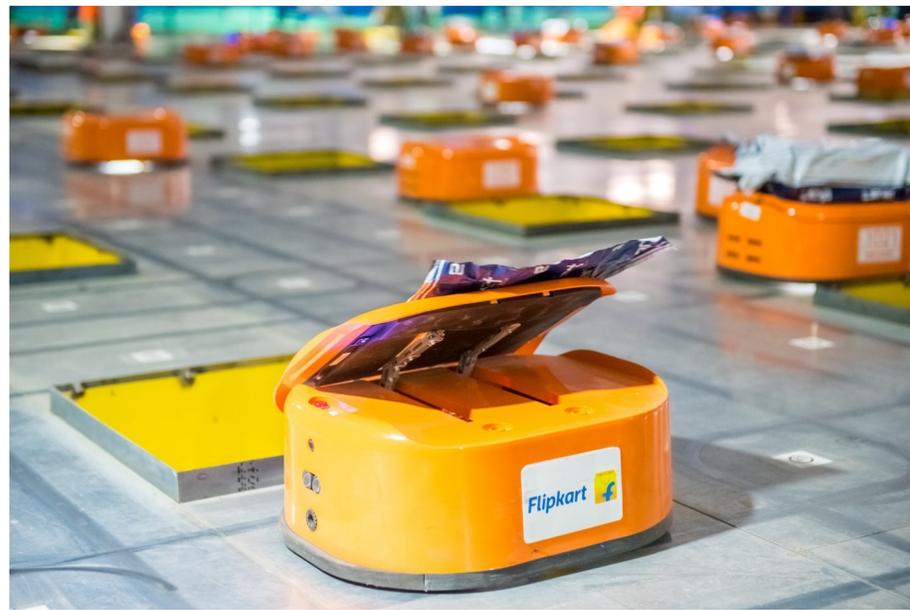
Talk in casual language

Various levels Of Supply Chains Work in Tandem to reach every PIN code

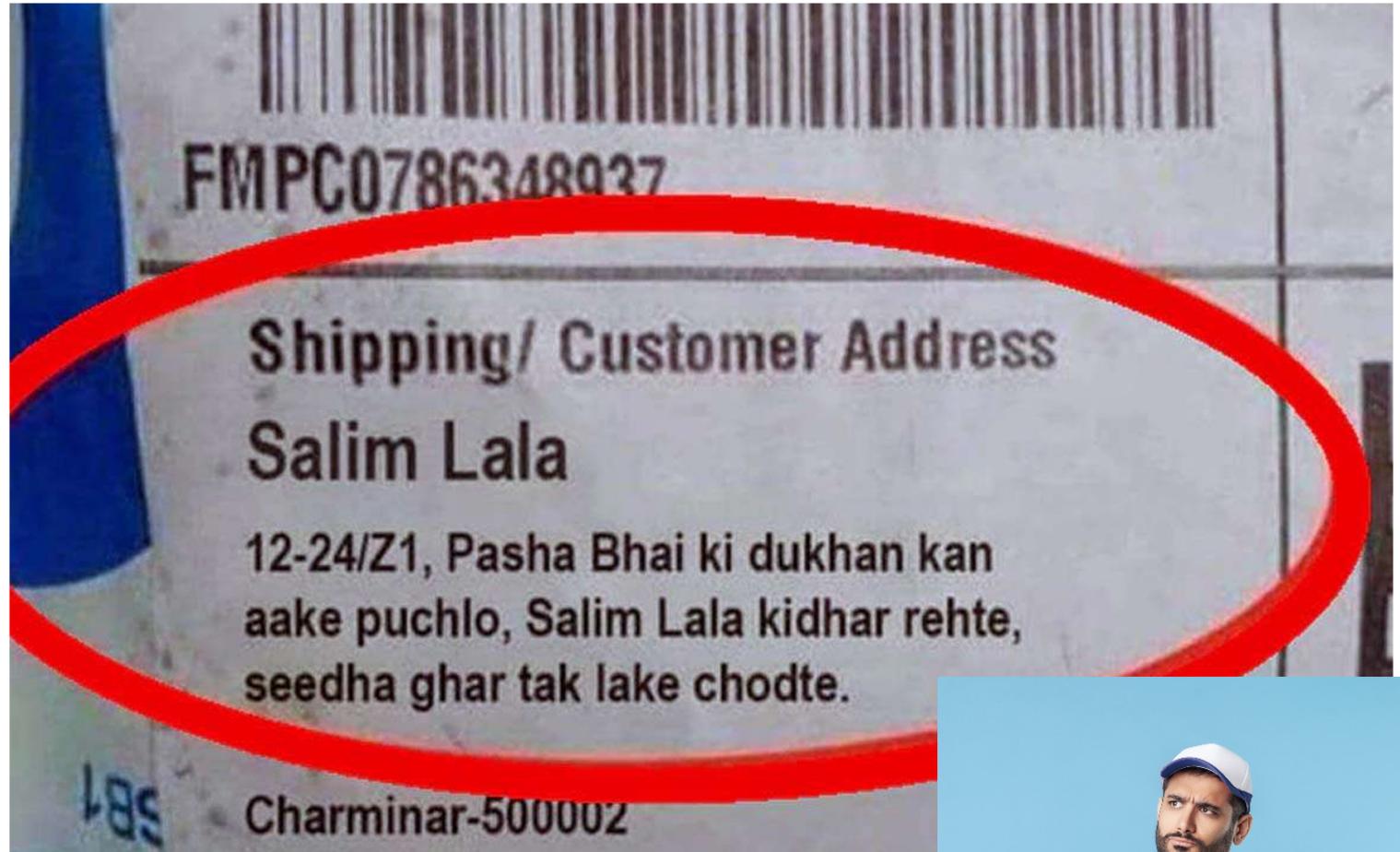
With Each Other Using
Technology



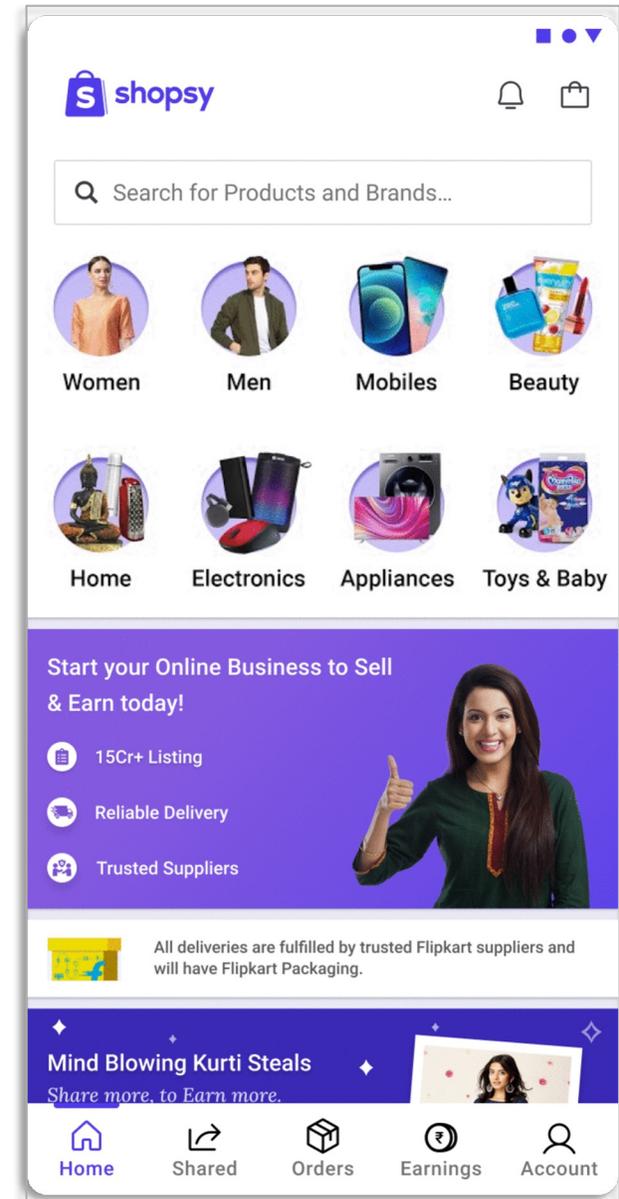
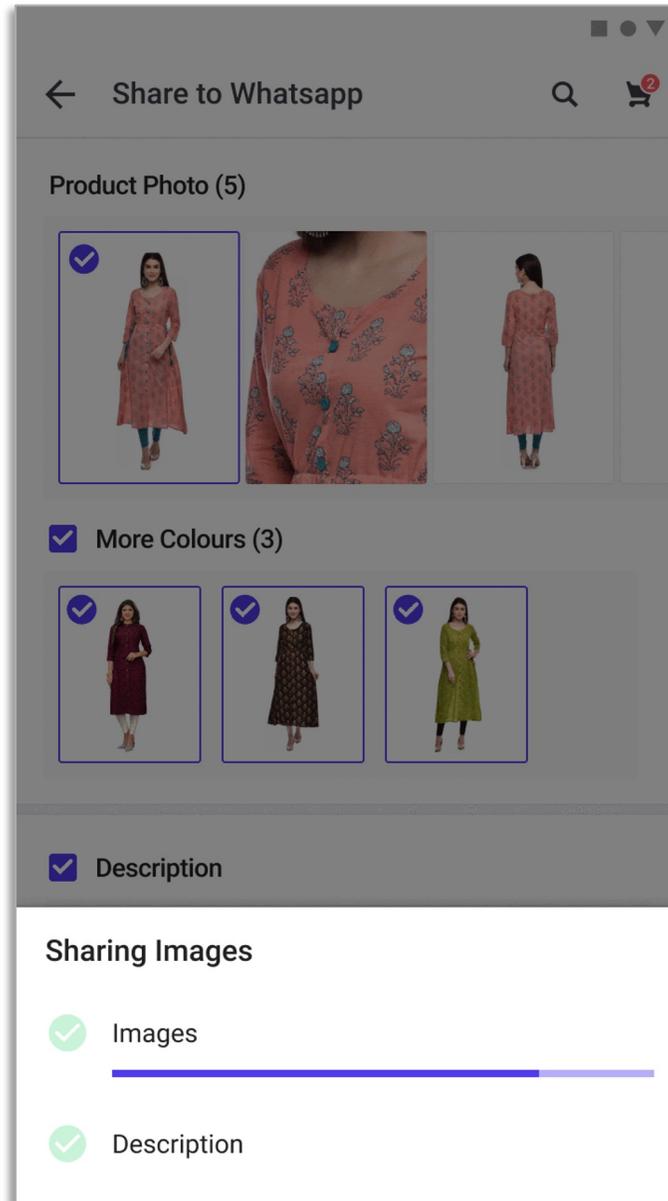
Automated Guided Robots



Solving The Indian Address Maze



Social Commerce



Video Commerce

12:30

Swagata Debb LIVE 12k

02:26

01:05

Krishti B. : Hi from Hyderabad

Abhishek Sri... : PP??

Olivia Rai: Any discounts if i buy 2?

Rahul_23 :Love the colors. Is XL available?

Mehal: Wow Collection

◆ Flipkart Live: Bargain & Win is happening now

Shweta Tap to comment publicly...

₹9,990 ₹8,990 **₹1,000** ₹1,220 ₹1,220

12:30

Samsung LIVE 12k

01:10

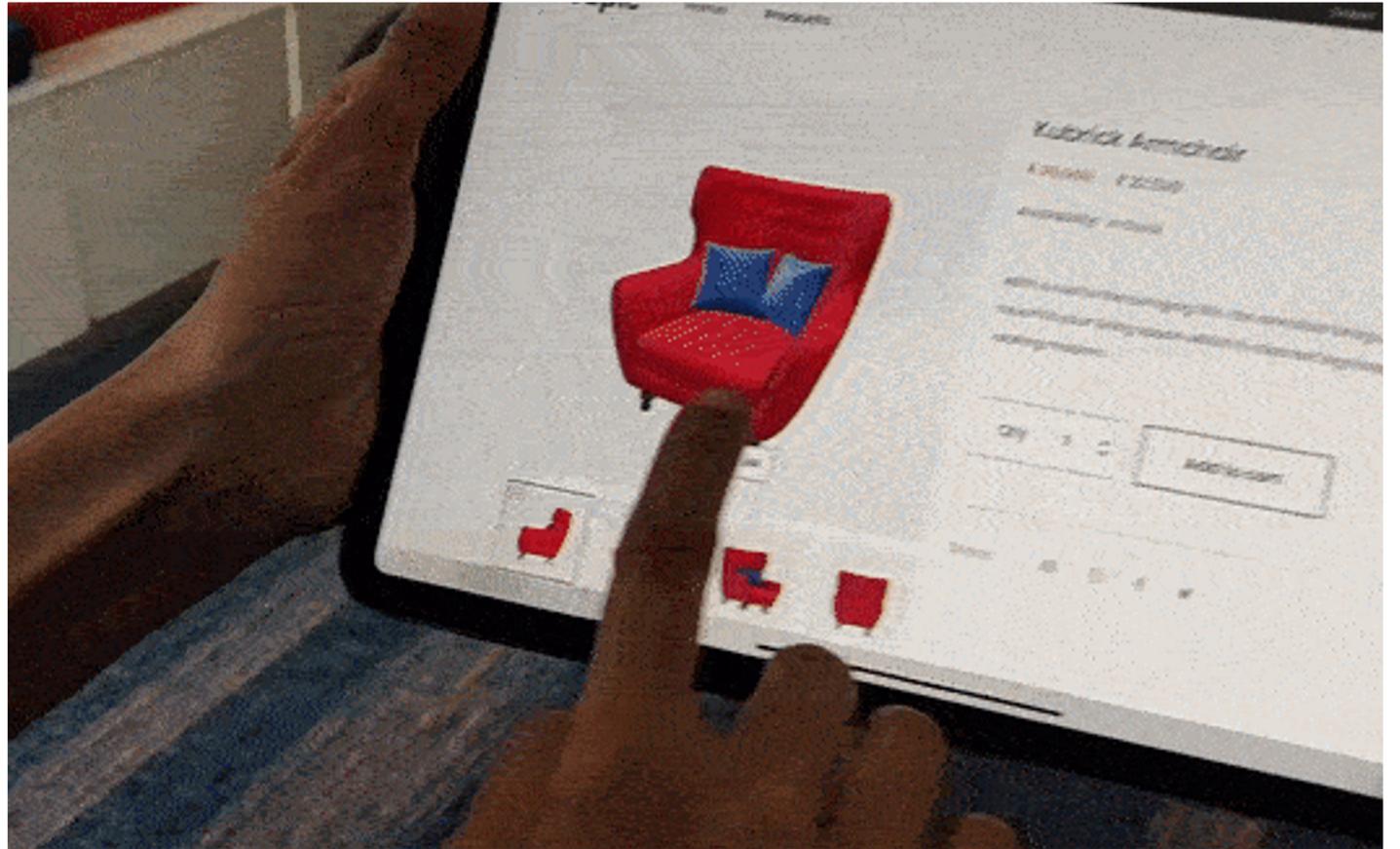
Samsung: Welcome to Flipkart Live! Stay with us till the end and win exciting rewards.

Krishti B. : Hi from Hyderabad

Anand Say something...

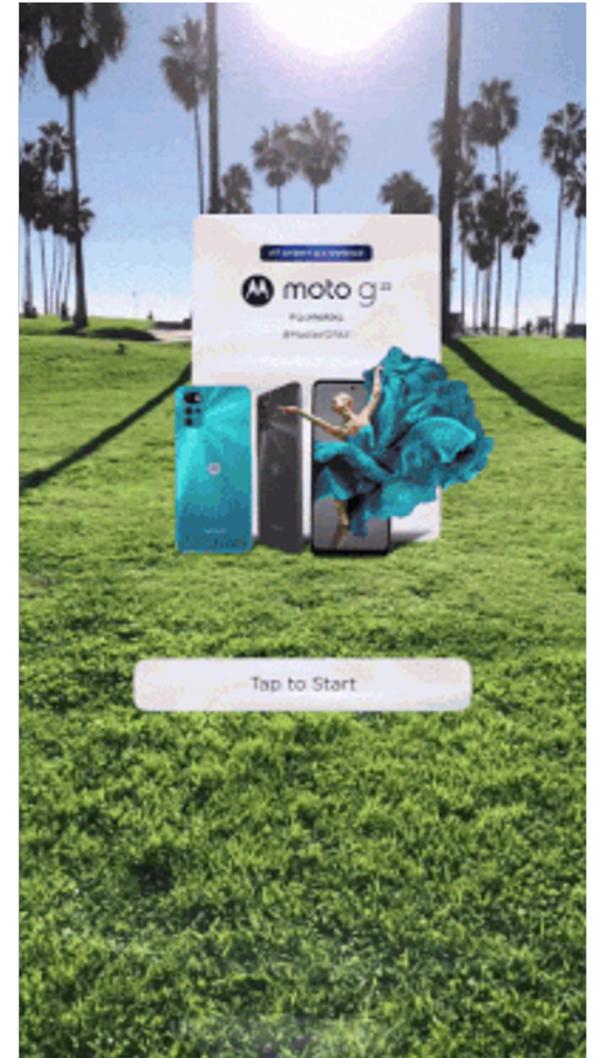
SAMSUNG Galaxy S21 Ultra (Phantom Silver, 256 GB) (12 GB RAM) ₹1,28,999 ₹13,999

TOSHINA SH KING Women ₹1,28,999 ₹8



Enhancing Customer Experiences: 3D & AR

Enhancing Customer Experiences: Games & Filters



Flipkart

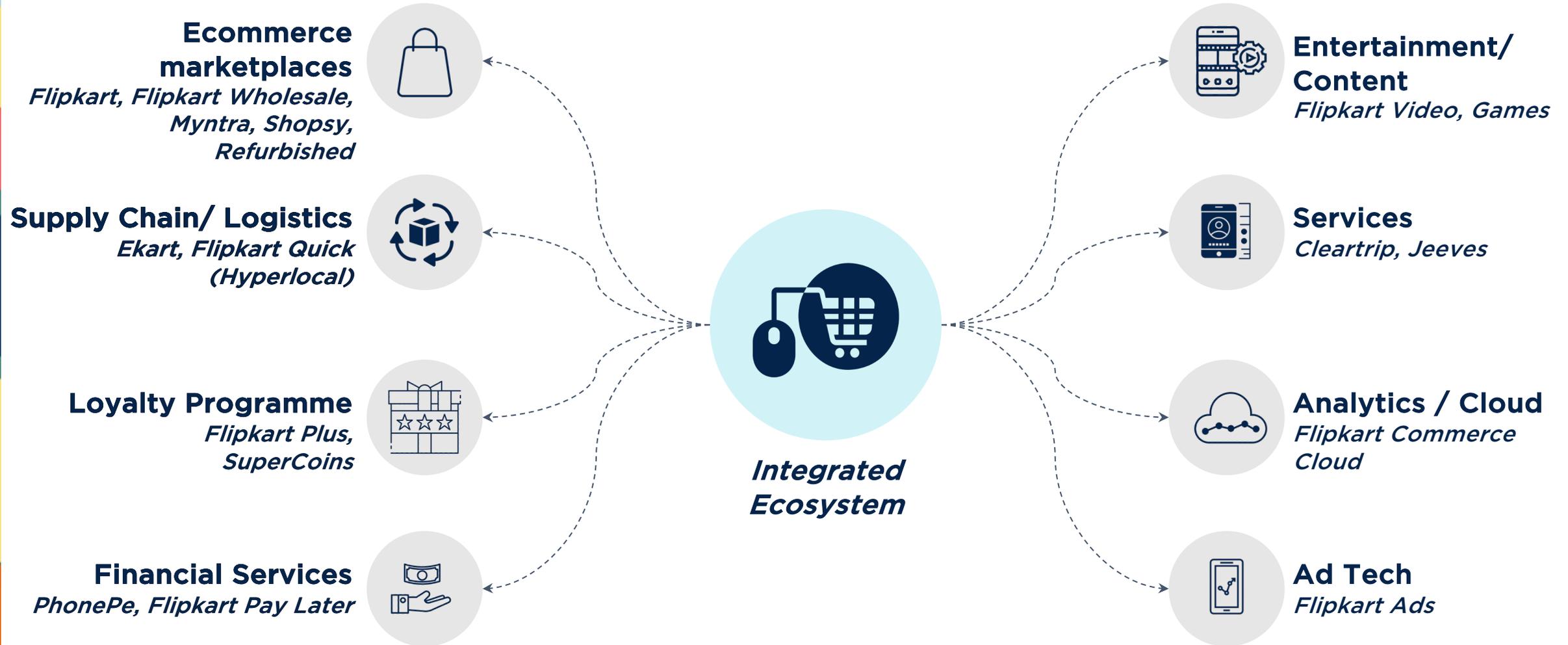


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Thank You

Digital Ecosystems | Rapid Emergence of integrated ecosystems



Contactless Payments

