



**Flipkart  
Ads**

**MMA**

**11<sup>th</sup> EDITION**  
**IMPACT INDIA**  
FUTURE OF MODERN MARKETING  
**19 & 20 MAY 2022**

# E-commerce for Many Indias

Sankalp Mehrotra,  
VP, Monetisation -  
Flipkart

# Three key takeaways

1. Growth enablers
2. Changing consumer journeys
3. Creating impact with Flipkart



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E-commerce  
growth  
enablers

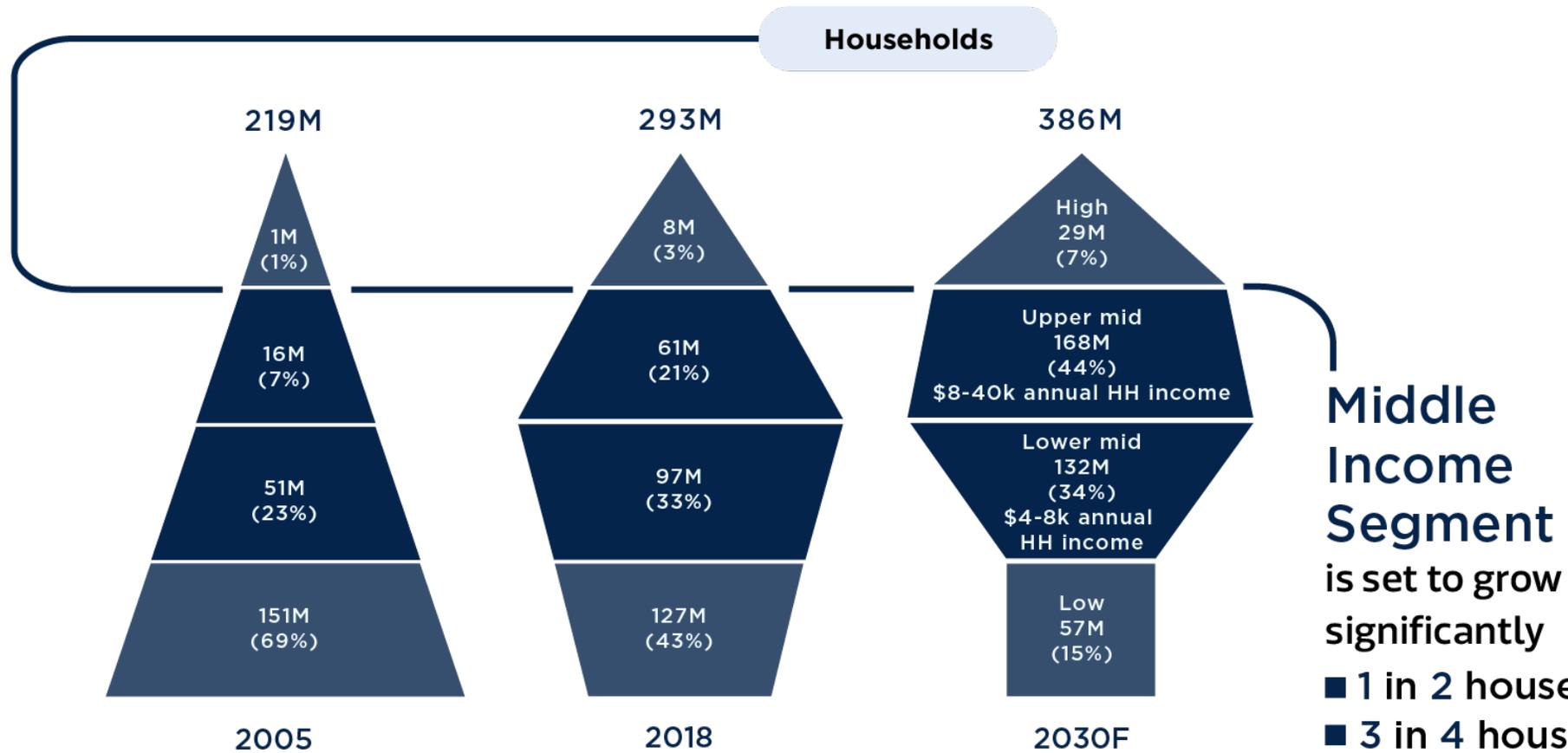


India has the  
**3rd largest**  
online shopper base  
globally, only behind  
China and the US.

**Set to grow further**



# Explosive growth in middle income households

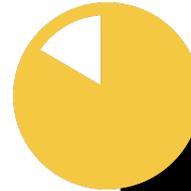


# Bharat is turbo-charging user growth



**2.5 - 3X**

GMV growth rate for tier 2/smaller towns vis-a-vis metro/tier 1 cities in 2020



**80+%**

Share of tier-2/smaller towns in new customer growth in 2020



Source: "How India Shops Online, 2021" - Flipkart x Bain & Company whitepaper



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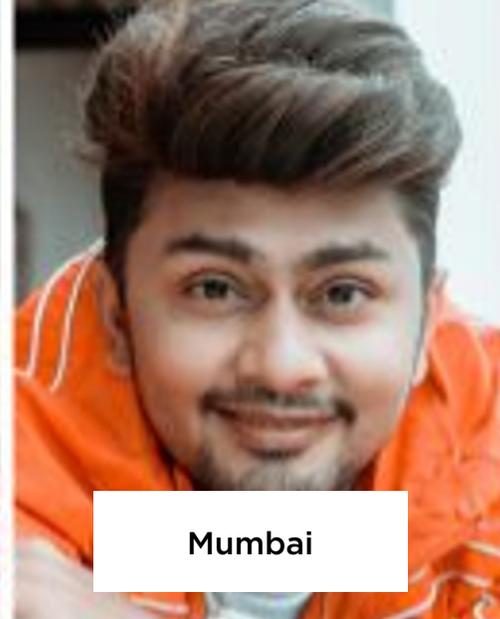
Surat



Patna



Raipur



Mumbai

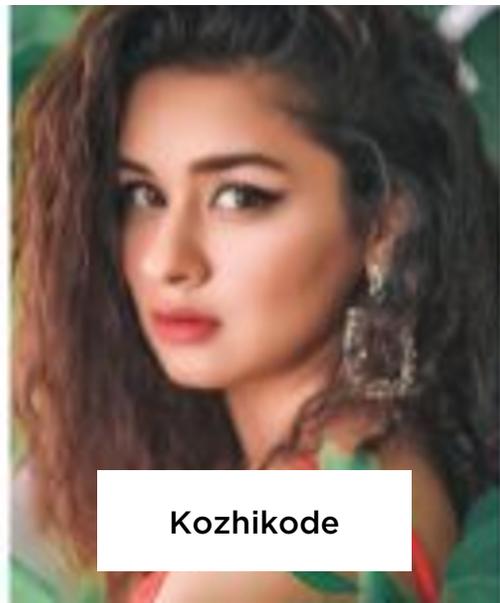


Bhilwada

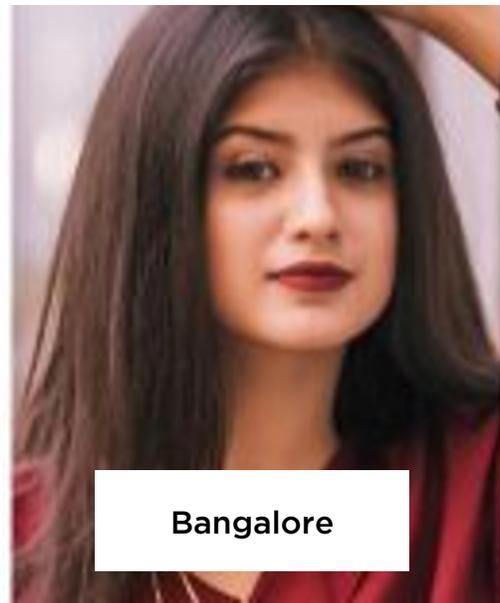
**Internet homogenizes?**



Trichy



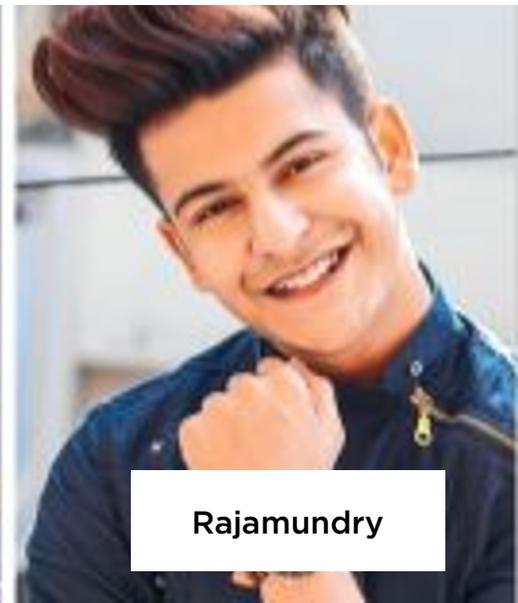
Kozhikode



Bangalore



Ratnagiri



Rajamundry

# Multitude of aspirations and mindsets

1

## GLOBAL MINDSETS

Motivators: Exploration, Competitiveness, Universality, Success, Achievement

2

## URBANISING ASPIRERS

Motivators: Adaptation, Upgradation without alienating the roots, smart hack/ *to do* is crucial for them

3

## VALIDATION SEEKERS

Motivators: Urbanising Aspirers who couldn't crystallise their identity, can also be categorized as "True son of soil"

4

## DISLOCATED MIGRANTS

Motivators: Perseverance, Pragmatism, Resilience, Adaptability

5

## TRADITIONALISTS

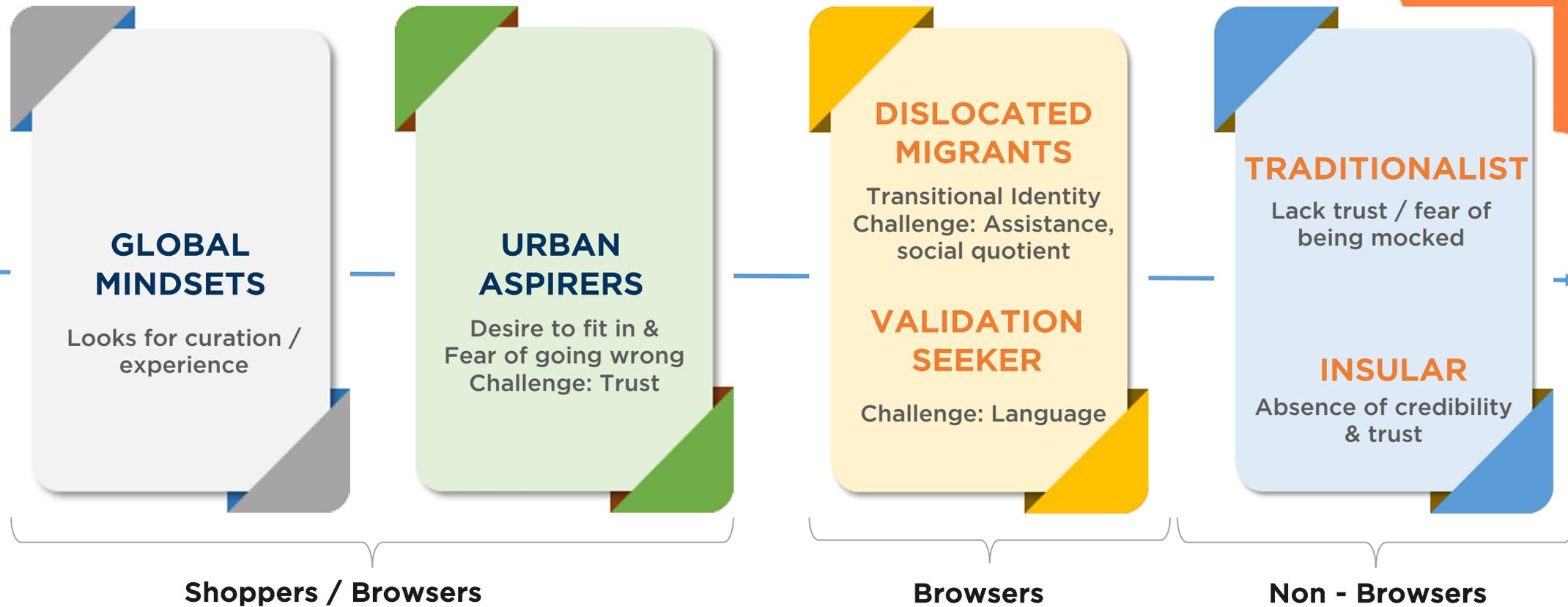
Motivators: Shrinking Category, Non-Urbanising, Not seeking validation, Believes old is gold

6

## INSULAR

Motivators: Pride in self, Self sufficient, Insularity is their reaction to perceived threat

# Different mindsets correspond to different levels of digital acceptance

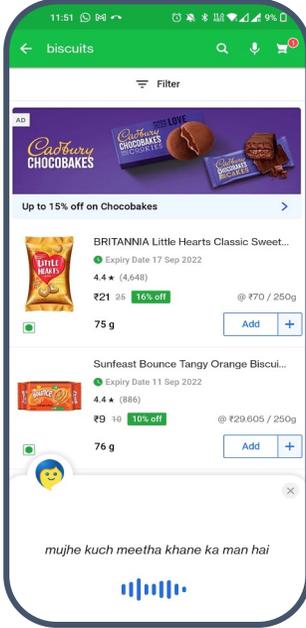


# Solving for these diverse challenges

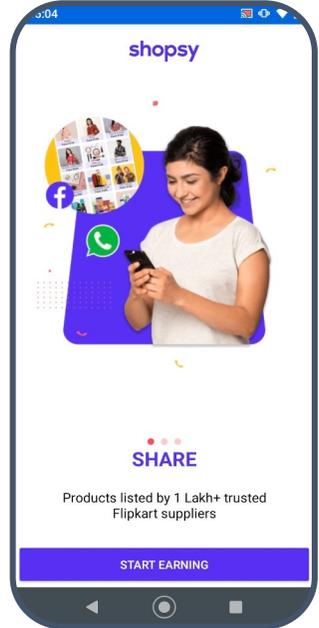
**Vernacular**



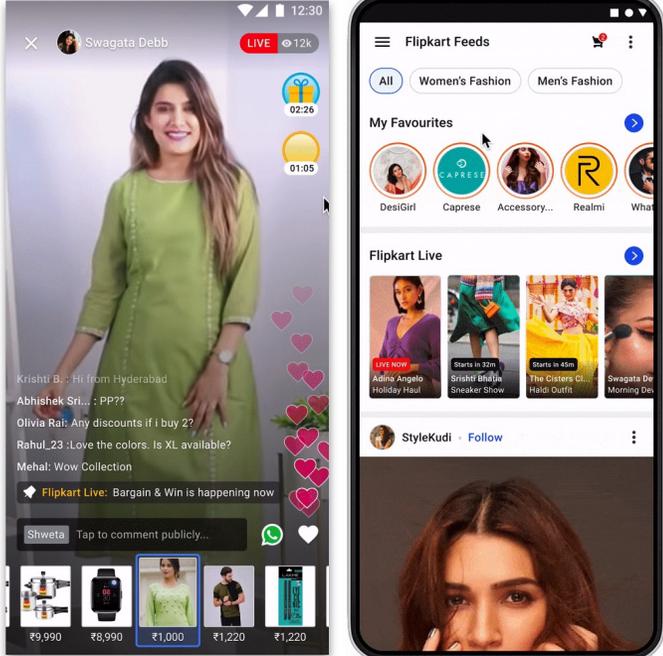
**Voice**



**Social Commerce**



**Video Commerce**



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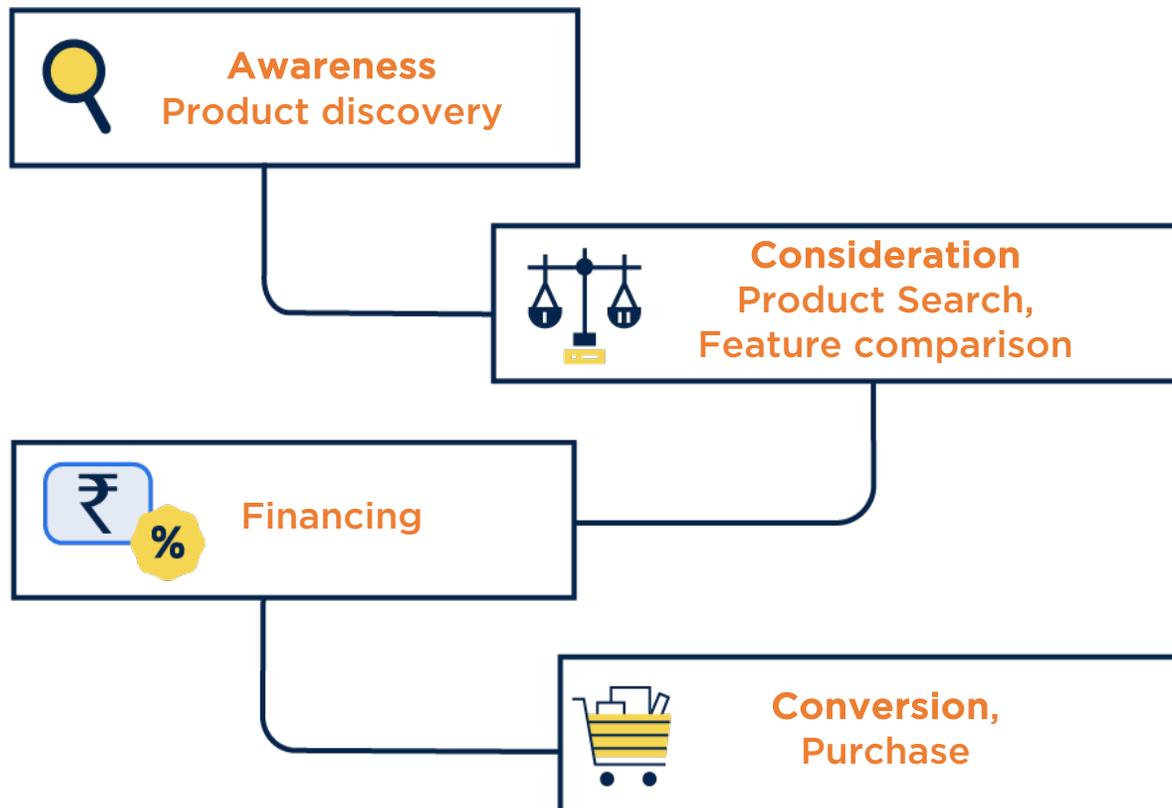
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Changing  
consumer  
journeys



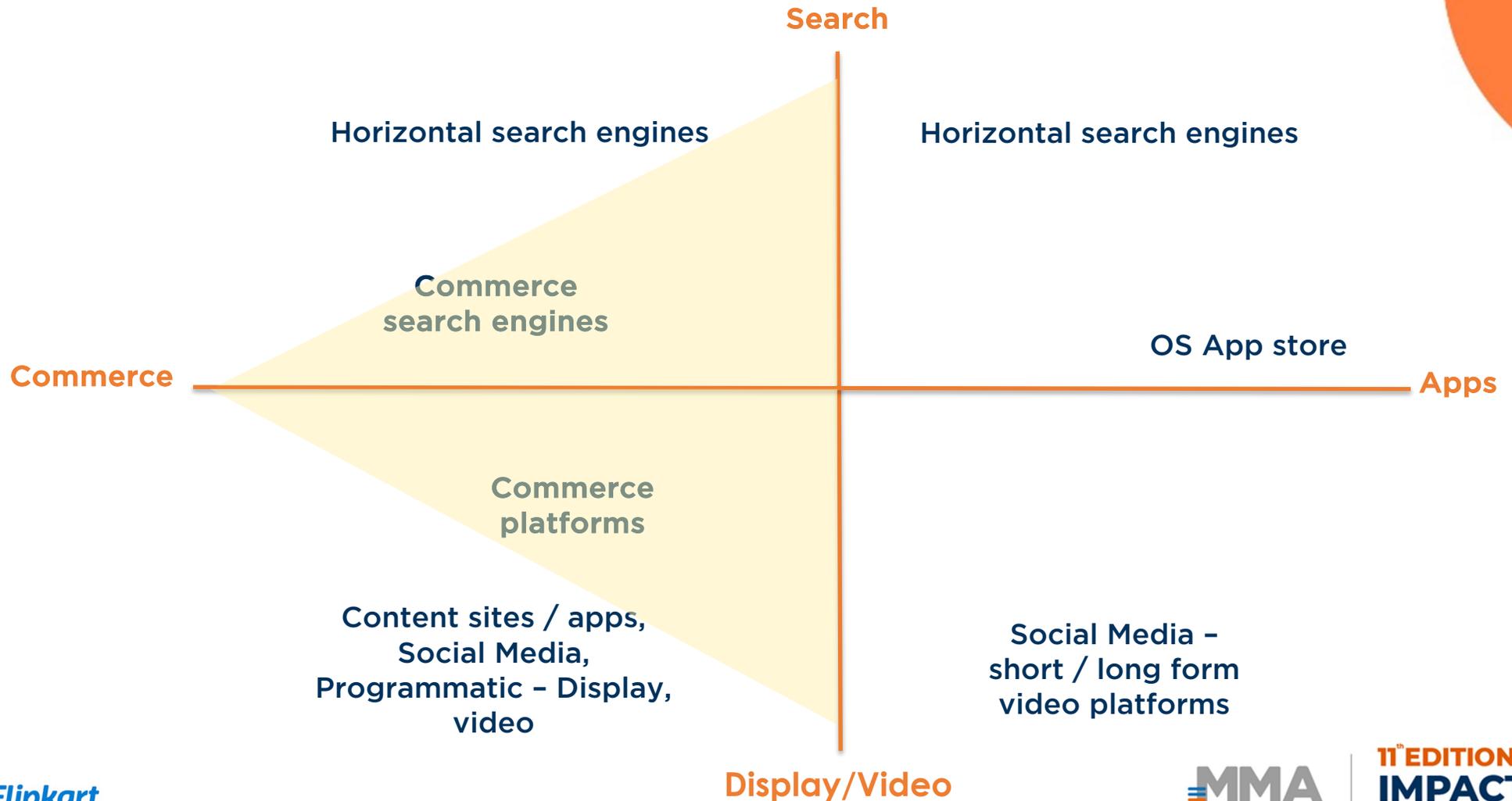
# Collapsing Shopping Funnels



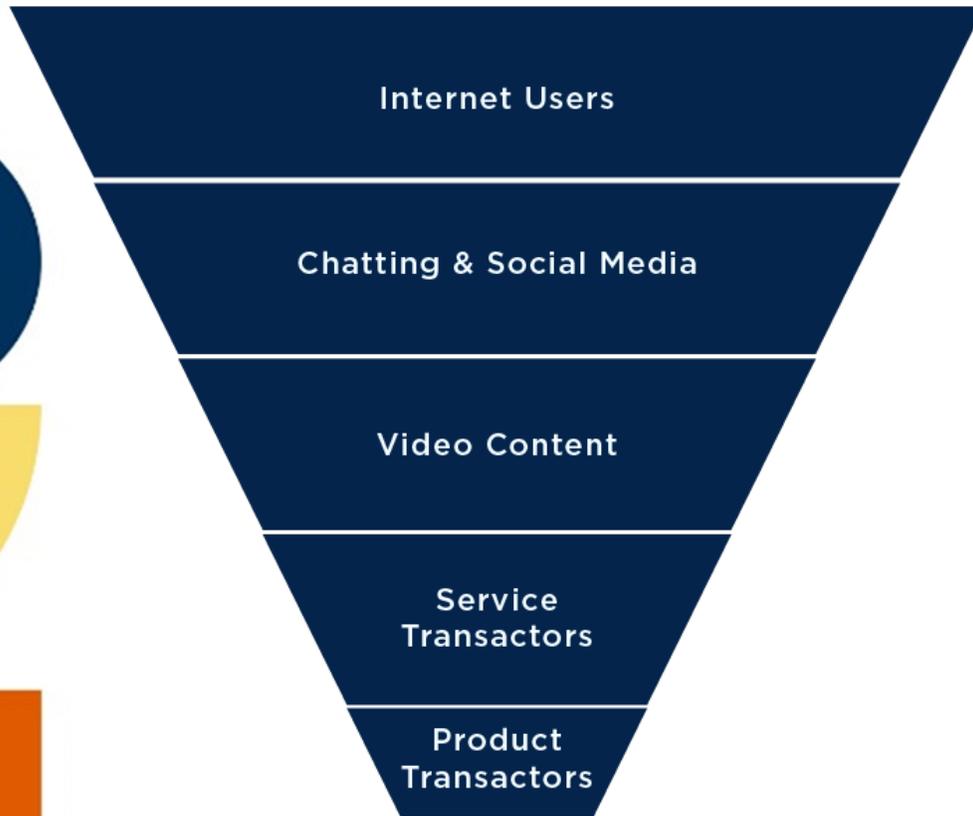
Different parts of the customer journey on a single platform

Verticalization of search

# Discovery platforms are heterogenous



# ~500 million online transactors by 2025



Growth in User Base (FY 20-21)

User Base (FY 20-21)

User Base (FY 26P)

~5%

625-675M

850-900M

~15%

400-450M

725-775M

~25%

350-400M

600-650M

~18%

200-250M

500-550M

~32%

~140M

350-400M

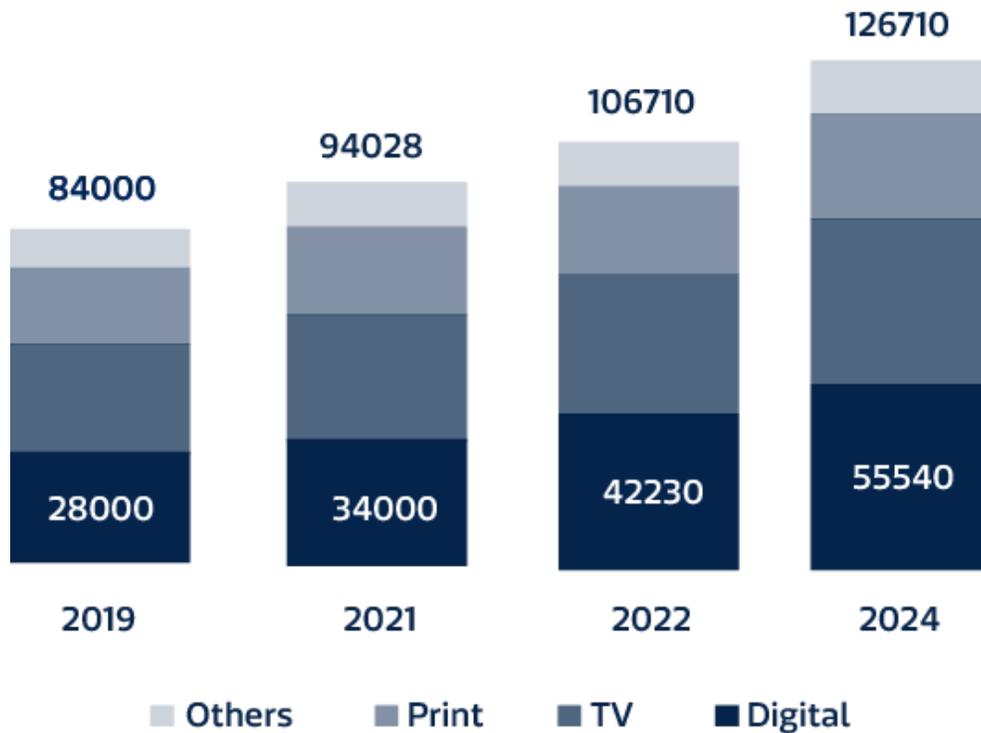


Source: "How India Shops Online, 2021" - Flipkart x Bain & Company whitepaper

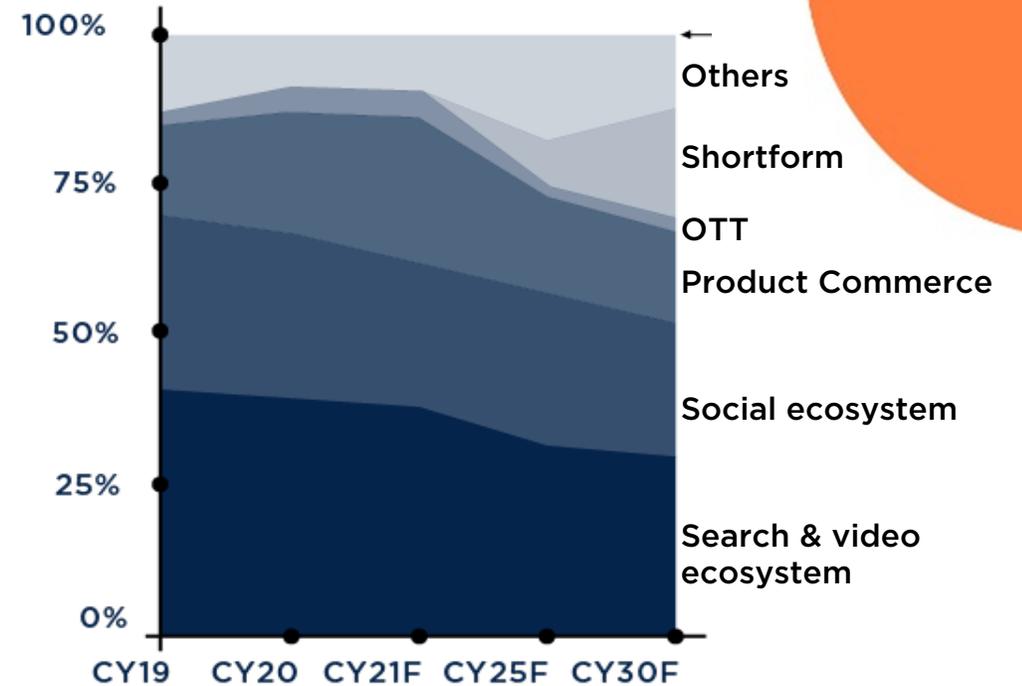


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# The rise and rise of commerce advertising



Digital ads estimated to be ~48% - 55% of overall adex by 2025



Commerce advertising estimated to be \$1bn+ opportunity this year itself



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# Creating Impact with Flipkart



# We understand consumer journeys



Category, Product  
Search



Ratings and  
Reviews



Affordability



Young Parents



Gadget geeks



Households



Price  
preference

# Intent is not singular



Strong Intent



Latent Intent



Nascent Intent



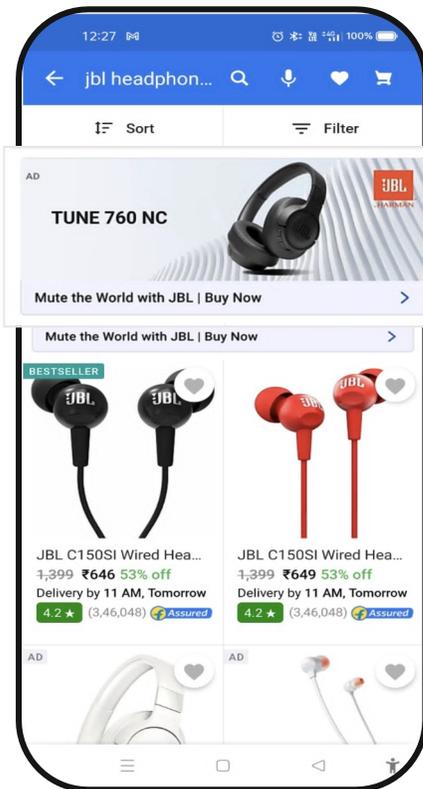
New Intent

# Disruptive, Unique and Scalable opportunities

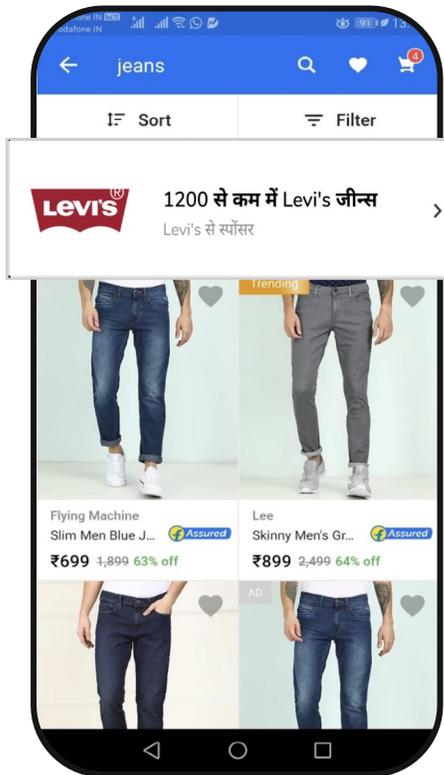
Product Finder



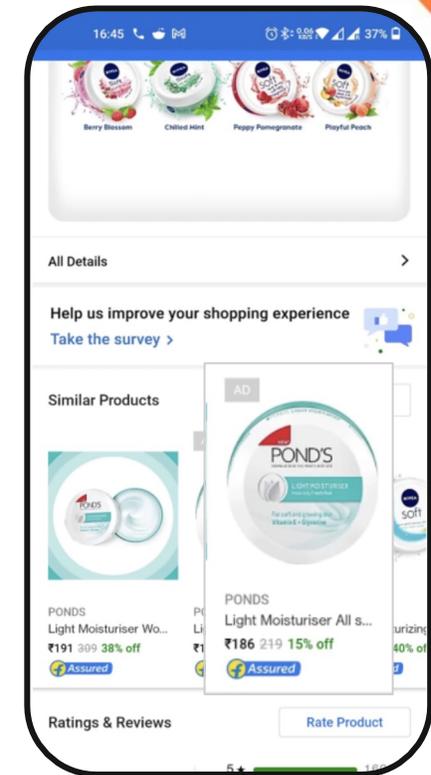
Search: Rich PCA



Search: Hindi PCA

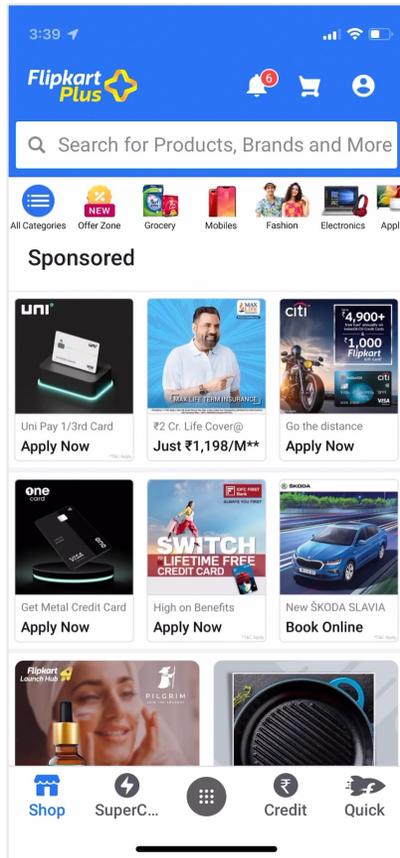


Search: Product page PLA



# Disruptive, Unique and Scalable opportunities

**Non-endemic: Customized customer journey**



**Sampling: Building a trial to feedback loop**



**Off-deck: Full Funnel Performance**



Re-engaging Flipkart behavioral audiences using open-internet inventory

Enabling full funnel marketing objectives



# Summarizing



**Bharat is turbocharging growth**



**Different motivators and challenges, collapsing shopping funnels**



**Flipkart is building Disruptive, Unique and Scalable solutions to help brands reach, engage and convert consumers**



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**Thank You**