

Engineering the Future of Indian Commerce

A Strategic Proposal for Conversational AI



About Flipkart: India's Home-Grown E-Commerce Ecosystem



Our Strategic Position: A Fortress with New Battlefronts

Strengths

- Market Dominance (48% share)
- Walmart's Financial Backing
- Robust eKart Logistics Network
- Localization and 'Bharat' Trust

Weaknesses

- Heavy Reliance on Discounting Events
- Ongoing Profitability Challenges
- Revenue Concentration in Smartphones/Electronics

Opportunities

- Expansion in Quick Commerce (Flipkart Minutes)
- Growth in Fintech (Pay Later) & Credit
- Potential 2026 IPO to unlock capital
- Social Commerce growth via Shopsy

Threats

- Intense 'Three-Front War': Amazon (premium), JioMart (conglomerate), Zepto/Blinkit (quick commerce)
- Evolving FDI Regulatory Scrutiny
- Risk of Brand Erosion from Counterfeit Products

Problem Statement



Our Greatest Asset

Flipkart's catalog of over 150 million products is a key competitive advantage and a powerful moat.

Becomes a Liability

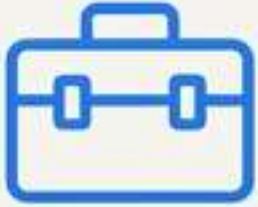
For the user, this sheer scale creates "Analysis Paralysis." The cognitive load of choosing is immense. Traditional filters are too rigid for nuanced, human needs like *"Suggest a dress for a beach wedding that hides a bloated stomach."*

The Business Impact

This friction leads to measurable negative outcomes: high cart abandonment rates, increased product returns from poor choices, and creates an opening for niche competitors who offer a more curated, less overwhelming experience.

Analysis Paralysis Decision Fatigue

We Understand the 'Job' Customers Hire Flipkart For



Functional Jobs

- Deliver this reliably to my remote PIN code.
- Help me afford this with No Cost EMI.
- Assure me this product is genuine.



Emotional Jobs

- Give me the thrill of a 'Big Billion Day' bargain.
- Provide the relief and trust of 'Cash on Delivery'.
- Create the joy of unboxing.



Social Jobs

- Help me signal my status with the latest iPhone.
- Let me look trendy with the newest fashion.
- Enable me to share deals with my community via Shopsy.

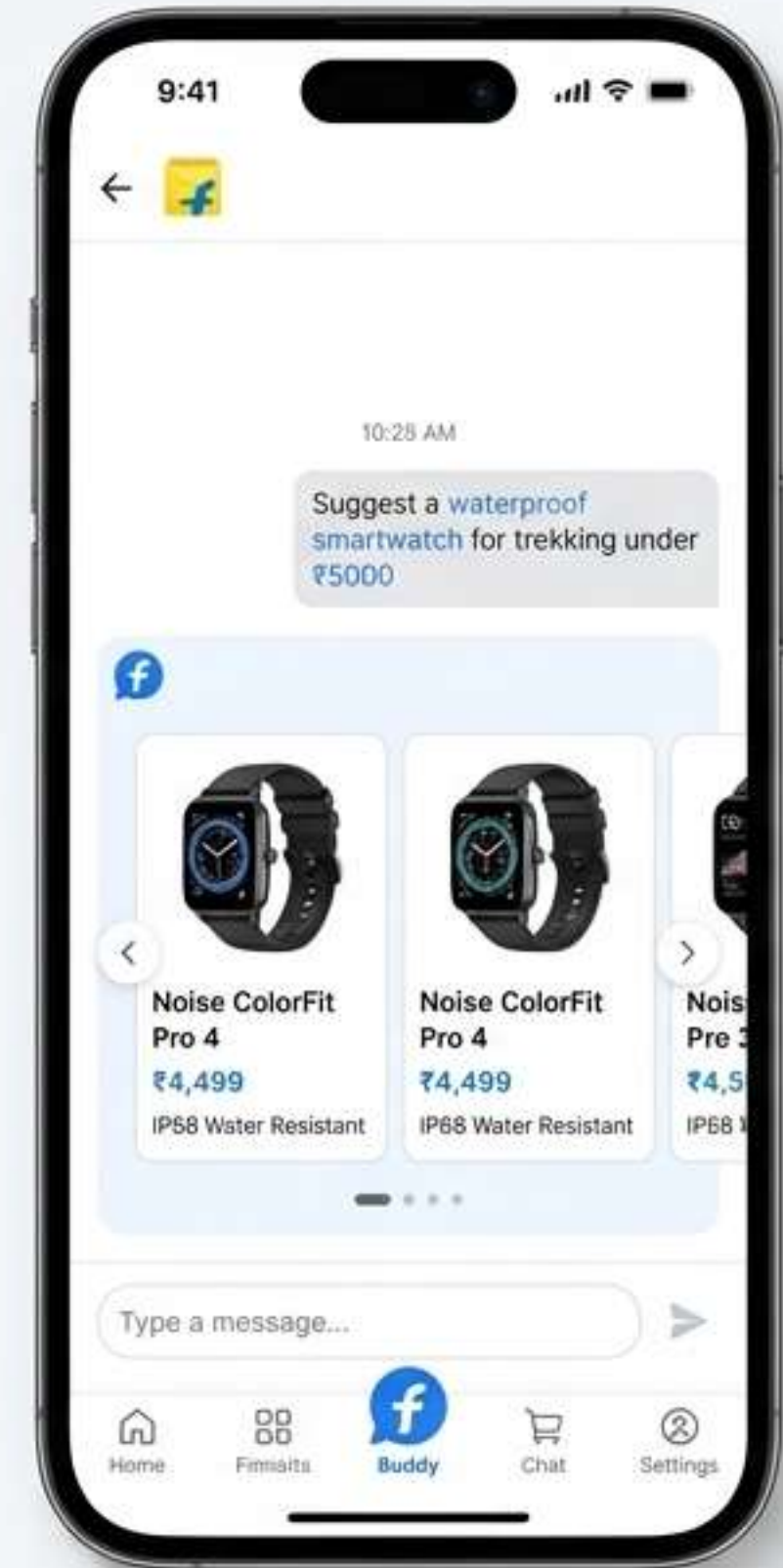
Our Vision: A Personal Shopping Concierge for Every Indian

“To bring the expertise of a ‘personal shopping concierge’ to every Indian household.”



Introducing Flipkart Buddy: Your GenAI Shopping Assistant

Flipkart Buddy is a conversational AI that cuts through the noise. It understands you, finds exactly what you need, and gives you the confidence to buy.



From User Pain Points to Purchase Confidence

Persona	Pain Point	Buddy Solution
 The Tech Newbie	Doesn't understand technical specs (RAM, Hz, Nits).	Translates specs into real-world benefits: "This phone is good for lag-free gaming."
 The Trend Hunter	Hard to describe visual styles with words.	Multimodal search: "Find a shirt like this [Image] but in cotton."
 The Busy Parent	Overwhelmed by grocery and essentials choices.	Intelligent bundling: "Suggest a monthly ration kit for a family of 4."
 The Gift Seeker	Doesn't know what to buy for others.	Occasion-based recommendations: "What's a good gift for my 60-year-old dad who loves gardening?"

Core Capability 1: It Understands You, Visually and Verbally

Conversational Search



Understands Natural Language, Intent, and Regional Slang.

Multimodal Search



Combines image and text input for highly specific visual searches.

Core Capability 2: Moving Beyond Search to Genuine Advice

Review Summarization



 Flipkart Buddy 

AI Review Summary

Pros:
Great battery life, Bright display.

Cons:
Average camera in low light.

Flipkart 

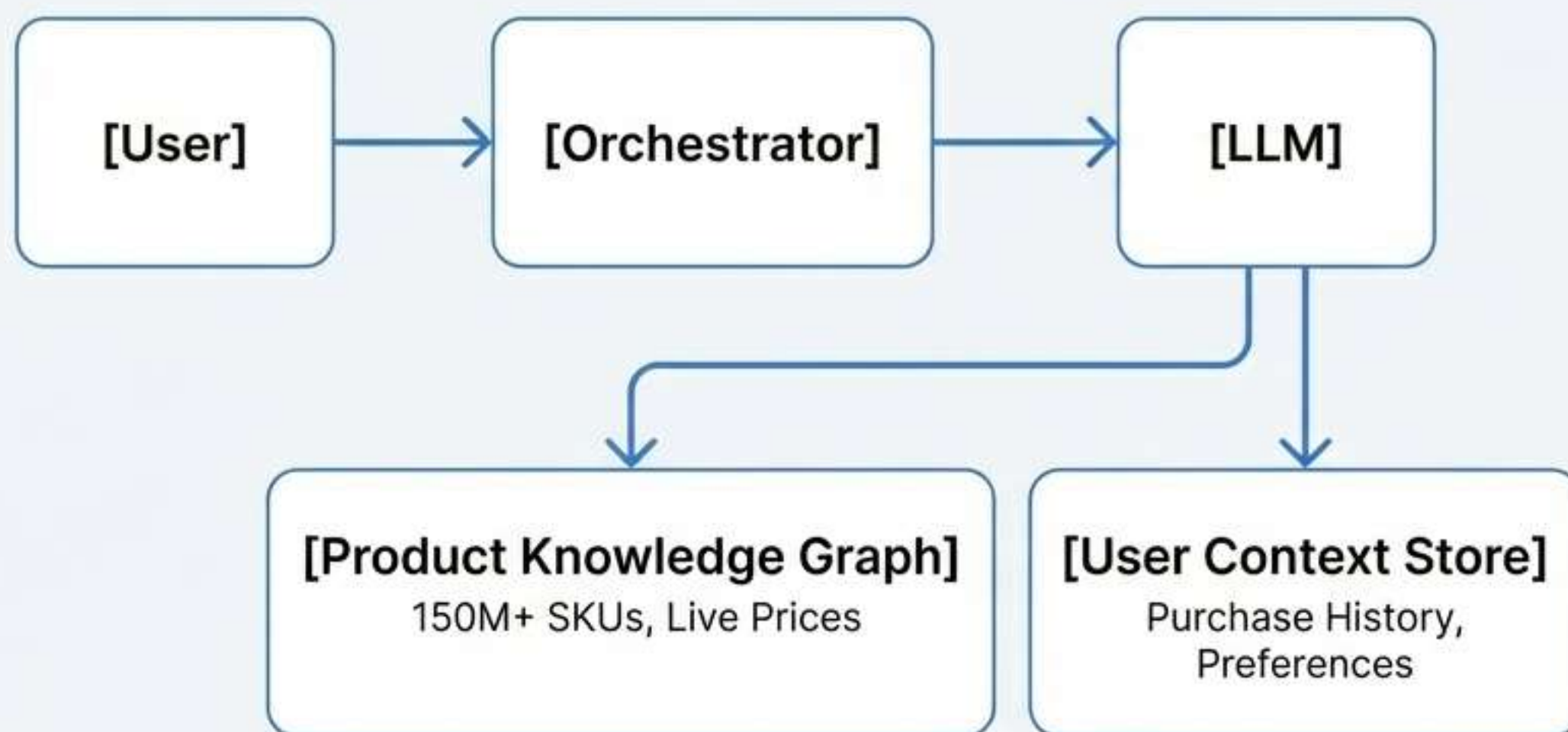
Dynamic Comparison

Compare these two ACs on warranty and power consumption. 



Feature	Product A	Product B
Warranty	5 Years	3 Years
Power Consumption	350W	420W

How It Works: A RAG-Powered Knowledge Core



Why RAG is Critical

The RAG (Retrieval-Augmented Generation) framework is crucial. It ensures Buddy's answers are grounded in our real-time product catalog, preventing it from "hallucinating" prices, features, or discounts.

Defining Success: Our Key Performance Indicators

Metric	How We Measure It	Business Goal
Conversion Rate (CVR)	% of users who purchase after a Buddy interaction vs. traditional search.	Increase Sales
Reduction in Return Rate	Lower return rates for purchases guided by Buddy.	Improve Margins & Customer Trust
Average Order Value (AOV)	Value of carts with Buddy-suggested cross-sells.	Increase Revenue Per User
% of Non-English Queries	Share of queries handled in vernacular languages.	Deepen 'Bharat' Penetration

Guardrail Metrics: Building and Maintaining Trust



Accuracy: No Hallucinations

Buddy must never invent a product, feature, or discount. All information is grounded directly in the Product Knowledge Graph.



Fairness: Brand Neutrality

Recommendations will be based on user intent and product relevance, not biased towards high-margin private labels unless explicitly relevant.



Privacy: Data Protection

No Personally Identifiable Information (PII) like names, addresses, or phone numbers will be processed or stored by the Large Language Model.

From Search Box to Shopping Companion

The Situation

We are the market leader, but the very scale of our catalog now creates “analysis paralysis” for our users.

The Opportunity

We can transform this challenge into a defensible advantage with Flipkart Buddy, making shopping personal, confident, and delightful.

The Impact

This will drive conversion, increase order value, reduce returns, and build a powerful, lasting moat against competitors.

The Path Forward



1. Secure funding for a Q3 prototype build.
2. Form a dedicated cross-functional pod (Product, Eng, Design).
3. Begin A/B testing with a 1% user cohort in Q4.

Thank You

Q&A