



MMA
IMPACT
INDIA

SHAPE THE FUTURE OF MODERN MARKETING

TECH FIRST SOLUTIONS TO POWER INDIAN E-COMMERCE

Jeyandran Venugopal

Chief Product and Technology Officer

Flipkart 



MMA
IMPACT
INDIA

India's Booming Internet Adoption

SHAPE THE FUTURE OF MODERN MARKETING

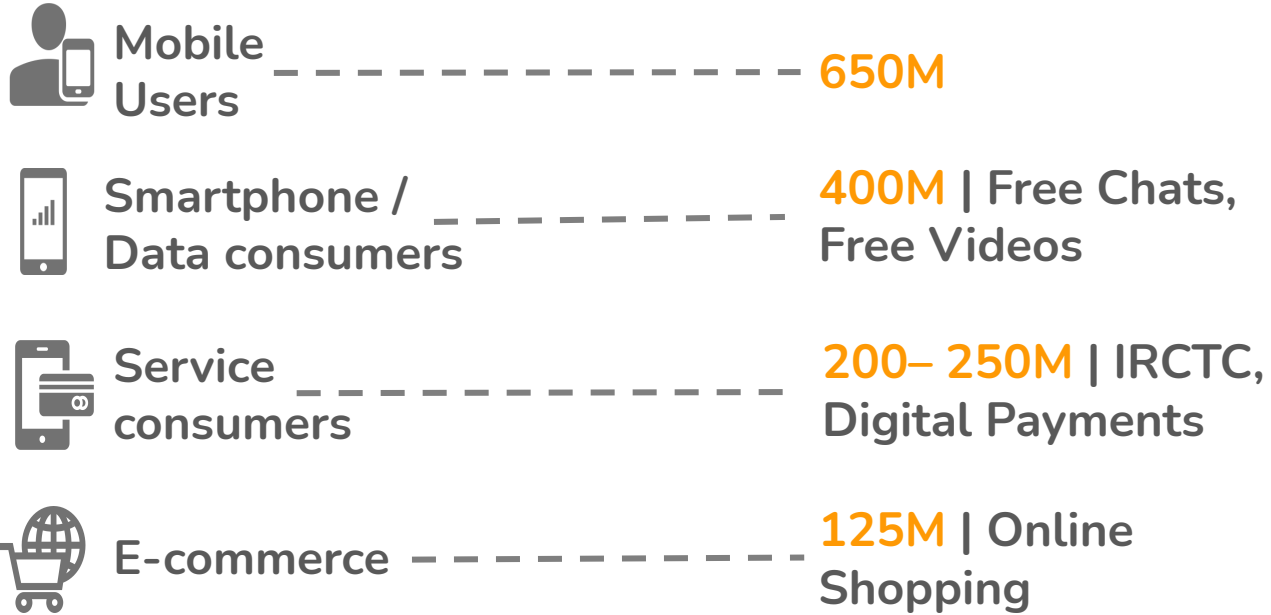


Image 1: Quartz India
Image 2: National Herald



MMA
IMPACT
INDIA

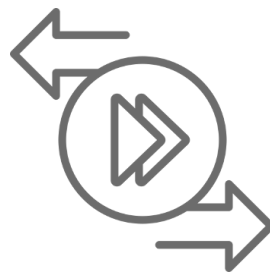
SHAPE THE FUTURE OF MODERN MARKETING

Digital Commerce: The New Norm



1,000 more mandis
to be integrated with
e-NAM in 2021-22:
Govt

Source: PTI



UPI Jan volume 77%
to 2.3bn year on year,
value doubles to
Rs 4.3 trn

Deals up to 30% by both value and volume,
over December 2020 figures



Govt moves to set up
**open e-commerce
platform**

Our Bureau | New Delhi | Updated on
November 25, 2020 | Published on
November 25, 2020

N200M

The next wave of users have very different needs from our current base



Vernacular, Video & Voice Technology

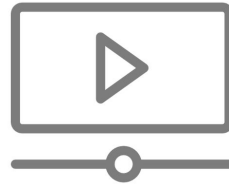
1. Vernacular



- Technology based not on the ability to read but **ability to comprehend**
- Familiarity, comfort, and aid in decision making key focus areas

*"If it (online shopping) can come with native language, we don't have to depend on others. **It will give me satisfaction** that I can buy a product after knowing fully about it"*

2. Video/Visual



- Cater to **"Video first' internet generation**
- Provide visually rich information for other offline/online channels

"I make spelling mistakes. I can talk properly. I can say 'Accessories' but cannot spell it. Voice really helps in such cases"

3. Voice



- Overcome inability and **frustration of typing the correct spelling** (esp. for non-English speaking population)

Showed it to my daughters, they got blown away! The first thing they said was "Wow, now anyone can order on Flipkart!"



Vernacular, Video & Voice Technology

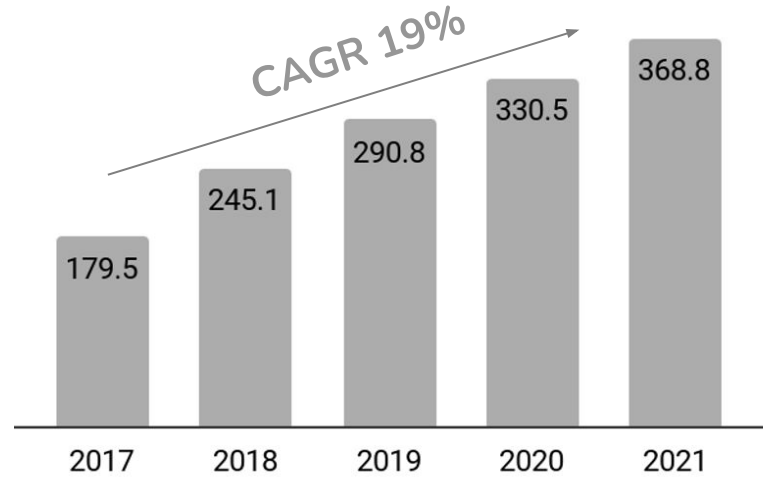


Launched Vernacular initiative with Hindi, **First to the market** with 3 regional languages – **Tamil, Telugu, Kannada**



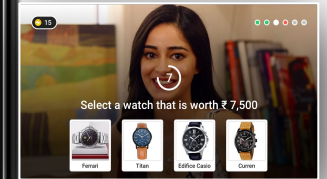
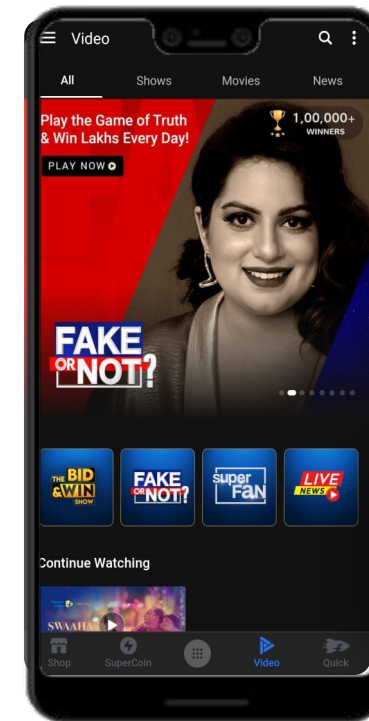
SHAPE THE FUTURE OF MODERN MARKETING

Vernacular, Video & Voice Technology



Digital video viewers in India growing at a **CAGR of ~19%**.

62% of all internet users expected to be digital video viewers in 2020



SHAPE THE FUTURE OF MODERN MARKETING

Vernacular, Video & Voice Technology

Deep ethnographic study across **20+ cities over 12 months**

Built for **Bharat** and how we speak

Optimised for **Commerce** and how we shop

Scalable across **categories**, use cases and **languages**

Home grown AI platform

with industry leading ASR and NLU performance



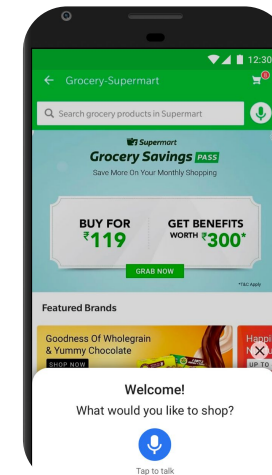
Showed it to my daughters, they got blown away! The first thing they said was "Wow, now anyone can order on Flipkart!"



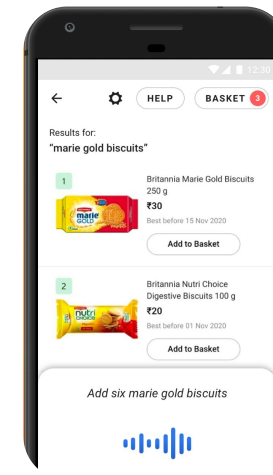
I said "Mujhe kuch meetha khaane ka mann kar rha hai" and it showed Mysore Pak. What an amazing innovation!



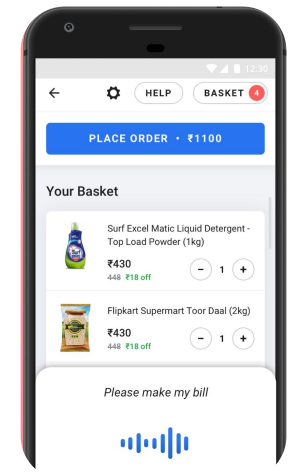
It was super responsive. I could speak as naturally as possible, unlike other voice assistants where you sometimes need to slightly alter your voice/accent.



Tap & Talk!



Need multiple items? Say it!



Talk in casual language



SHAPE THE FUTURE OF MODERN MARKETING



THANK YOU

SHAPE THE FUTURE OF MODERN MARKETING

