

# COMPETITOR BRAND ANALYSIS

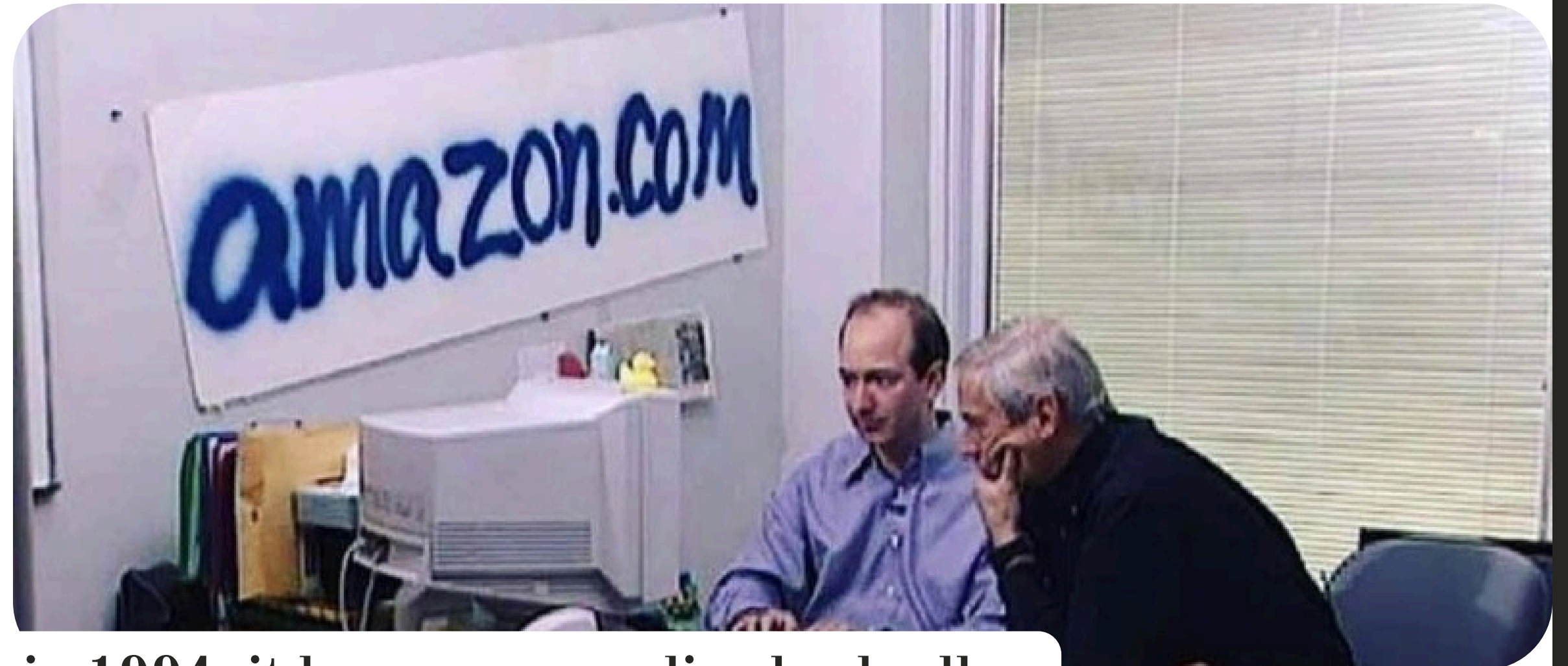
*THROUGH THE CCBM LENS*



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# Amazon

G L O B A L



- **Founded by Jeff Bezos in 1994, it began as an online bookseller.**
- **By the late 1990s, Amazon expanded into music, DVDs, electronics, and toys.**
- **In 2000 opened its marketplace to third-party sellers**
- **In 2002 Amazon Web Services (AWS)**
- **In 2005 Amazon Prime was introduced.**

Sachin Bansal



Binny Bansal



Former Amazon employees , Started Flipkart in 2007

# The Origin Story of flipkart

They saw how Amazon bought local companies in other markets. Their plan was to build India's biggest e-commerce company, so they could sell it to Amazon when it entered India.

Venture Capitalists poured money into Flipkart, helping it grow into a massive company. However, when Amazon entered India in 2012, Flipkart's valuation was so high that a deal with Amazon became difficult. The Bansals also wanted to keep their brand and leadership.



# Amazon INDIA

Amazon's entry into India was a cautious, calculated affair. It first dropped Junglee.com, a price comparison site launched in February 2012. This served as a low-risk way to gather market intelligence and understand Indian consumer behavior before the full marketplace launch in June 2013.

# The Entry Of Walmart

In 2018, another US giant, Walmart, acquired Flipkart for a massive \$16 billion. So, the company that planned to be sold to Amazon ended up becoming its biggest rival, backed by its top US competitor.





vs



# Branding Battle

## Flipkart

"Dil se Desi" approach, a brand that knows Indian pulse. One of their campaign "Kidults" ad was a great success.

## Amazon

"Apni Dukan" resonates with the neighbor grocery store. This was the strategy Amazon took to cater the tier 2 and 3 audience.

# Flipkart's 'Emotional Connect'

**Branding is deeply emotional and culturally resonant.**

It invests heavily in celebrity endorsements and influencer marketing, using popular figures like Ranbir Kapoor and Alia Bhatt for campaigns like “#IndiaKaFashionCapital”. This strategy directly connects with the country’s love for Bollywood, making Flipkart’s fashion and lifestyle offerings feel trendy and aspirational.

# Amazon's 'Customer Obsession'

**Brand messaging is less about emotion and more about the functional promise of a seamless, reliable experience. This is best exemplified by its Prime membership.**

Amazon prime is the subscription that joins the ecosystem like apple. The Prime membership bundles shopping benefits like faster delivery and early access to sales with entertainment services like Prime Video and Prime Music.

# Iconic Ads

FlipKart

Amazon

# This Festive Season Sale

## Big Billion Days

- Celebrity Endorsement (Alia, Mahesh Bhat, Amitabh Bachchan, Sreeleela)
- Tagline “Iha kuch bhi ho sakta hain”

## Amazon Great Indian Festival

- Focused on Jiggle
- A magical vibe
- AI Generated ads\*

# Flipkart's Big Billion Days

- Mass-Market Appeal
- Dominance in fashion and mobile
- Local Connect and Relatability

# Amazon's Great Indian Festival

- Trust and Global Scale
- Prime-Centric Strategy
- Category Breadth and Premium Service

# New Entry

F l i p k a r t

M i n u t e s

- HyperLocal
- From Convenience to Necessity

The logo for Flipkart MINUTES is displayed on a dark red rounded square background. The word "Flipkart" is written in a white, italicized, sans-serif font. Below it, the word "MINUTES" is written in a bold, yellow, italicized, sans-serif font. The "MINUTES" text has a slight shadow effect, giving it a 3D appearance.

# CSR

- The Flipkart Foundation, partners with organizations like Smile Foundation to run initiatives focused on primary healthcare, financial literacy, and skill training for underserved communities.
- "Gift a Smile" initiative and The "Amazon Future Engineer" are two most talked program they also highlights its role in West Bengal empowers women with income opportunities through its on-the-ground initiatives Dependent homemaker to entrepreneur.

# Crisis

- Technical issues, site crashes, and stock shortages
- Fake Products & BIS Raids
- Labor & Delivery Issues

# Our Ideas

## Amazon

'Amazon Verified Gali Seller' Program: We shall create a premium, quality-controlled program where Amazon "verifies" and provides a special badge for local, small-scale shop owners (e.g., a well-known electronics shop or a popular Kirana store).

## Flipkart

- 'Bharat ka Superapp'

Flipkart has successfully cemented its identity as the "homegrown hero." To capitalize on this, it should double down on its strategy to be the one-stop "Superapp" for non-metro India.

# Sources

<https://en.wikipedia.org/wiki/Flipkart><https://www.researchgate.net/publication/342171249> The Flipkart Story in India From the Start to Walmart<https://cpluz.com/indian-e-commerce-9-surprising-stats-for-online-success-in-2025/><https://www.cyfuture.com/blog/amazon-india-how-a-global-brand-targeted-the-online-indian-market><https://www.researchgate.net/publication/339243763> BUSINESS MODEL OF AMAZON IN INDIA A CASE STUDY<http://stracxn.com/d/amazon-india--in><https://www.aboutamazon.in/news/empowerment/empowering-sellers-to-go-online-the-amazon-way><https://newsvoir.com/release/amazon-india-picks-panchkula-to-pilot-its-new-initiative-amazon-chai-cart-18239.html><https://www.indianretailer.com/news/amazon-tatkal-an-initiative-for-small-and-medium-businesses.html><https://www.aboutamazon.in/news/empowerment/amazon-empowered-small-businesses-to-go-big-with-several-india-first-initiatives-heres-how><https://sell.amazon.com/programs/supply-chain-by-amazon><https://shipping.amazon.in/><https://www.rahulmalodia.com/flipkart-business-strategy/><https://iide.co/case-studies/marketing-strategy-of-flipkart/><https://startuptalky.com/flipkart-big-billion-day-vs-amazon-great-indian-festival/>[youtube.com](https://youtube.com)

Thank You

Questions Ane se pehle bhag jata hoon

