

## **ABSTRACT**

*Flipkart.com, an e-retailer was established in 2007, when e-retailing in India was at a nascent stage. Since its inception Flipkart introduced several innovations and went on to become one of the largest players in the industry. The case discusses the price war and the competitors of Flipkart. It also highlights the flipkart's inception, growth, expansion and development and the competitive strategies it is following to become a name to reckon with in the Indian e-retail industry.*

*Flipkart made eyebrows rise by announcing its \$1 billion round of funding. Within just 24 hours Amazon trying to take the limelight away from Flipkart, announced that it would invest \$2 billion into its Indian market.*

### **Keywords:**

*E-Retailing, Flipkart, Amazon, Price War, Market Penetration*