

THE DOMINANT E-SELLERS AND BRANDS ON E-COMMERCE PLATFORM: A CASE STUDY OF FLIPKART BASED UPON OBSERVATIONS VIA ANALYSIS OF TOP FIVE MOST-RATED PRODUCTS ACROSS SELECTED HIGHLY SEARCHED ELECTRONIC CATEGORIES DURING THE MONTH OF APRIL 2020

Dr. Heena Vaidya
Assistant Professor (Commerce & Accountancy)
DUIAS and DSIM&C, Valsad, Gujarat (India)
(Affiliated to Veer Narmad South Gujarat University)
Email- vadesaheena@gmail.com

Abstract

With the entry of Global Giant Walmart, the Indian e-tail market was expected to sky-rocket instantly, however in real world, the things don't happen 'maggi-fast'. It is obvious that the online retail game becomes interesting only if the platforms are allowed to be 'an inventory based' rather than only a 'marketplace', but since it shall create a vast financial impact on the pre-existing age-old brick & mortar retail bodies, the same is not permissible in India. The frequent changes in our FDI policy and fierce competition from opponent like Amazon didn't really give Flipkart the 'hyped boost' in spite of Walmart pouring in billions of dollars in investments. Though Flipkart has always maintained to adhere to the changing regulatory norms, ever since its existence, it has always been in the news for the presence of a few dominant seller names on its marketplace platform who have enjoyed huge shares in the pie of sales giving rise to the question of survival itself for the remaining small-time registered sellers on such platform. This study tries to do the reality check about the dominance of a few sellers on its platform by micro analyzing the selected 70 top most-rated products in the highly popular- electronics section available for sale on Flipkart during end of April 2020. The results of the study in the form of observations and suggestions can be really game changing for such a gigantic corporation if taken a timely note in the right sense.

Keywords: E-Commerce, E-tailing, E-sellers, Flipkart

INTRODUCTION

In the year 2015 when India was eyeing on modernization of its infrastructure to boost economic growth, Boston Consultancy Group and Retailers Association of India projected the Indian retail market; a major contributor to our GDP, to reach a trillion dollar mark by 2020 [1]. However their 2020 report stated that it evidently lagged behind and had reached 0.7 trillion dollars only, far behind the trillion dollar dream [2]. Also in the same report they now cautiously but still as optimistic as before, again predicted that in next 5 years by 2025 India currently being one of the fastest growing retail markets in the world, shall certainly surpass the dream run and become worth 1.1-1.3 trillion dollars in size.

In spite of a shortfall in the predictions and actual figures of the Indian retail market, the e-commerce sector in the Indian Retail Market has seen a phenomenal rise in past few years. According to data available from India Brand Equity Foundation of March 2020, the e-commerce market is expected to reach US\$200 billion by 2027 from US\$38.5 billion of 2017. It also states that the Indian e-commerce market has the potential to grow more than four folds to US\$150 billion by 2022 and this data makes it very much evident that e-commerce is broadening its share of pie in the overall retail market of India [3]. The main push factors for such a surge of e-commerce were obvious- rising incomes and a surge in internet users. The latest report by IAMAI and Nielsen [4] showed that for the first time ever in November 2019 remarkably rural India with 227 million active internet users outnumbered

urban India which stood at 205 million. This meteoric rise of internet users is definitely a happy news for the e-commerce firms in India. The reason to be happy is also 'The 2018 App Annie report' that brought out a bewildering insight that in 2018 Indians spent more than 100 billion sessions shopping, with USA behind at second position at over 60 billion sessions. Also by 2025, the online shoppers in India are expected to reach to 220 million from 120 million as of 2018[5].

These figures are in alignment to justify one of the reason behind the entry of various domestic and foreign entities in the Indian online retail sector to cater the ever increasing demand for consumer goods in different sector especially the consumer electronics and home appliances.

LITERATURE REVIEW

Back in 2013, Flipkart launched its marketplace model with almost 50 sellers onboard selling books, media, and consumer electronics. Back then, it had Ninza communications Bangalore and Supernova Retail Pvt.Ltd. Mumbai for consumer electronics, SmartMart Retail and Harshit Enterprises Delhi for home appliances[6]. Started with such a small seller base, Flipkart in mere 7 years' timenow boasts of 1 lakh plus seller base. However lucrative this figure may seem, what is important is how many of them are still active on the platform. Back in 2018 industry experts estimated that there were around 30000 sellers only who were active on the platform and by being active they meant that the seller had managed to sale atleast 1 product in a month[7]. Again in 2019 experts claimed that approximately 70% Flipkart sellers still remained inactive [8].

The possibilities for their inactive attitude could be various, however from the literature available, they can be categorized as under:

1. **Seller bifurcation system-** From the information available through seller tiering overview on Flipkart's seller registration platform, it was found that the sellers are categorized as bronze, silver and gold wherein the newly registered by default bronze tier sellers get low visibility, no discount in forward shipping fee, not even an account manager. Also they have a payment cycle of 15 days and are not allowed to participate in any exclusive events organized by the platform. They have to focus on achieving growth not only in terms of quantity of units sold, but also by surpassing the benchmarks set for ratings, cancellations, returns and others. Then only can they avail the benefits accessible to the silver and gold members. This policy instead of being beneficial to the new entrants as well as small-sized sellers, seems to aggravate their challenges because without an all-inclusive support from the platform their advancement to Silver and Gold tiers is delayed further on account of their performance [9].
2. **Preferential seller attitude-** Flipkart has been alleged in 2019 by CAIT through a day long hunger strike in 500 cities of India for having preferential seller system and that almost 4/5th of their sales were fulfilled by mere 10-15 favored sellers[10].
3. **Private in-house labels-** Flipkart's popular private labels under its non-fashion categories like MarQ for large appliances, Billion for small appliances and Flipkart SmartBuy-the umbrella brand for small electronics and accessories aimed to be 15-20% cheaper than market [11], are giving competition to the sellers selling other brands on the platform. In 2018,these labels enjoyed almost 15% of sales in the product lines they were present in[12].

Apart from the above three, Flipkart can go a step beyond and dig up deep to unearth if at all their platform mechanism or algorithms structure could be impacting the seller activism in any way. To take constructive steps with reference to organizing its sellers,Project Utkarsh was launched by Flipkart in 2018, as a novel initiative that aimed to help its registered sellers improvise business by focusing on filtering their operations using artificial intelligence. It intended to conduct audit of seller locations and test the quality of their products. In case 70% or more products fail to pass the audit examination then Flipkart shall delist all the products of that failed brand in the vertical line sold by him for a week. After that within next 15 days a second audit shall be undertaken and if the seller fails here again then all the products of the brand in vertical shall be delisted. These efforts shall ensure that the right products are delivered to the customers ensuring minimum cancellations and reducing returns by 10-15%[13]. Flipkart cracking the whip on inferior product sellers or counterfeit product sellers can be seen as a welcome move not only by its loyal customer base but also by the genuine sellers who bear the wrath of negative news. Especially in the case of low-priced top selling items on Flipkart, there are dozens of sellers selling the same and hence it becomes difficult for a customer to ascertain the genuineness of a particular seller. For that, Flipkart does have a system of AI based auto-assignment of sellers but again to what extent it is helpful is a dicey situation. Hence based upon the review of the literature available from various sources, this study is conducted to determine the dominant auto assigned sellers dealing on such platform and explore their non-financial attributes.

Flipkart and the famous five

The Flipkart Group sells the products bought by it, to companies like SuperComNet, OmniTechRetail, RetailNetand TrueComRetail who then further sell on Flipkart's marketplace. These four major players have now taken the position of WS Retail which was a lone major seller on Flipkart for many years in the past till 2016. Till now, Flipkart's story has revolvedmajorly around these five major sellers on their platform. However, off-late

Flipkart has created a layer of intermediaries' like- Sports Lifestyle Private Limited, Premium Lifestyle, Fashion India Pvt. Ltd and Wishberry Online Services Pvt. Ltd. which will buy from Flipkart's B2B entity and sell to the sellers like SuperComNet, OmniTechRetail, RetailNet, TrueComRetail etc. Flipkart has built such a complex layer of seller companies in order to comply with the latest rules of FDI policy with reference to e-commerce operations in India. As a matter of fact, Flipkart since years has been claiming itself to be a "marketplace" but at the same time, Flipkart Private Limited, the lead group company in Singapore keeps on purchasing goods worth thousands of crores in rupees and billions if calculated in dollars. For example, in financial year 2019 alone, Flipkart Singapore purchased goods worth Rs. 39,514 crores as compared to the earlier year's figure of around Rs. 27,000 crores [14]. A simple question of general sense arises that what does Flipkart do with all these goods if it's a 'marketplace' only model in India? Well, the take of Flipkart is very clear with reference to the same- It's for B2B (wholesale) selling. In the name of such B2B sale, Flipkart as explained above, has tied up with a series of sellers (*the famous five being amongst the same*) which can be counted on fingertips who purchase these goods from Flipkart. Then a question may arise that what such sellers do with all these goods worth thousands of crores? Well, they sell it on the "marketplace" platform called Flipkart. Sarcasm is- 'So what, if the government of India doesn't allow an inventory based e-commerce model in India?' It is legally worth appreciating that how the team of corporate lawyers of such companies are always on their toes to design such complex strategies to easily get away from the clutches of the law and still abide by the law. How the dynamics has changed from a single seller (WS Retail) occupying the largest share in the sales of Flipkart to an array of vendors now controlling majority of the sales in Flipkart without the consumers even realizing that it is a mere diversification to comply with the government norms, is worth every consumer's time.

The purpose of this study is not to specifically pin-point towards Flipkart but to inquire the 'abiding of very spirit of law' by analyzing the current dominant sellers on Flipkart through two dimensions- i) quantitative data of number of times they are auto-assigned to sell a particular product & its value when being selected for purchase and ii) the qualitative data available from their seller profiles.

METHODOLOGY

Category and Brand's Product selection

For the purpose of this study we browsed through the categories available on the Flipkart platform ranging from Electronics, Appliances, Fashion, Beauty and much more right from a pin to projector. Also the options being so wide, the research had to be limited only to a selected few considering the resources available in the limited time constraint. Moreover, the category of products was not of much significance since the study was focused on the analysis of the vendors that sell on Flipkart, and not on the products sold on Flipkart. Also if one browses through the Flipkart app, the Electronics category is tops the list in the home section, even showing how relevant it is for Flipkart. Metaphorically, at the end of annual festive sales of 2018, both Flipkart and Amazon had refrained from sharing real revenue figures but resorted to certain interesting analogies to showcase their triumph in numbers game over the other. Flipkart in its BBD sale success quoted that the length of the mobile cables sold on its platform was 100 times the height of Burj-Khalifa [15]. This shows how important consumer electronics products are, for these e-commerce companies in India today. And, by 2025 with India projected to become 5th largest consumer durable market in the world, it is quite evident that customers do trust and buy electronics goods online.

Therefore the scope of the research was narrowed down to Electronics and Appliances. Further, a 14 sample electronics products that are highly bought online but its repeat frequency is not as fast as Fashion, mobiles and beauty care were selected. Further, in selected fourteen categories, the top five most-rated (in terms of total number of ratings) products across different brands were identified and then one top rated from each such different brand was selected to form a cluster of top 5 brands for each of that particular product under study. To exemplify simply- in Men's trimmer category Philips had secured the 1st 3 spots for the most highly rated product and so we chose one from amongst the 3 products from Philips and then divulged further to next highly rated trimmer from another brand. The data was collected from Flipkart app during the *last week of April 2020*.

Vendor Selection

The products so selected were then explored further from the viewpoint of vendors to be selected for the purpose of statistical exploration. There were products that were sold for either same or different price by more than 1 vendor. So under such circumstances, we classified and chose vendors for scrutiny on 3 grounds as-

- Auto assigned vendor by the platform; the one that appears automatically when a consumer selects and adds a product to cart,
- vendor with minimum selling price, and
- vendor with maximum selling price.

Also after selecting the vendors, the quality rating of the product sold by vendor, service quality rating of the vendor, average rating of the vendor, time period of its existence on platform, and the information provided by the vendor in his profile were taken into consideration for micro analysis.

Across different categories and products in those respective categories, the list of automatically selected dominant vendors was further prepared who were repeated as auto-selected vendors by the platform for the most number of times.

Observations of Vendors selling top five most rated products across selected few highly searched electronics categories on Flipkart

Category 1- Pendrive

SanDisk dominated the Pen-drive category with its 32GB OTG Ultra product having almost 2.5lac ratings making it to be one amongst the most sold pendrives on Flipkart (since only the buyers are allowed to rate the product of the platform), followed by pendrives from brands like Sony, Toshiba, HP and Kingston. It can be observed that when it comes to pendrives, SanDisk was highly preferred. Out of the brand-wise, five top most sold pendrives on Flipkart, RetailNet was the auto-assigned seller in two of them while SuperComNet in rest of the three. It is worth noticing that since SanDisk OTG 32GB Pendrive is something which is sold like a hot-cakes on the platform and hence had 21 sellers (out of which 9 had no rating at all) selling the same with varied selling prices starting from Rs. 589 to Rs. 1350. Not only in the case of SanDisk, but even in other brands, there were sellers selling it at a range of twice-thrice the price of Auto-assigned seller's quoted price. It is also a question mark that who would buy at such heavy prices when they know it is already available at a cheaper price and that too from a vendor having decent ratings. Also another question which can be raised is regarding the MRP of these products. There was no congruence or any consistency in the MRP of the same product as displayed by these sellers on the platform. Taking an example of SanDisk itself, while the auto-assigned seller- RetailNet showed its MRP as Rs. 1129, there were some sellers who showed its MRP ranging from Rs. 800 to as high as 1399 and offered discounts on such varied MRPs.

Category 2- Headset

In case of headsets, MI basic headset topped the chart in terms of number of ratings followed by bOAT, JBL, Sony and Flipkart SmartBuy. The surprising fact in case of MI headset was that even though there was a seller named 'OVENIX' selling at a price of Rs. 9 lower than SuperComNet, SuperComNet is still the auto assigned seller of the product. May be because the seller doesn't have enough ratings, or may be Flipkart doesn't want it to have enough ratings, who knows! Well as a matter of fact CORSECA which was just a month old seller had handsome ratings on the platform while a seller like OVENIX which was almost 14 months old, and selling its product at a price lower than others sellers for a particular product, was still in search of ratings on the platform. May be, it doesn't have a Godfather to hold its hand. Out of 5 top headsets, 3 headsets viz. JBL, Sony and Flipkart Smartbuy were being sold only by two sellers. One being SuperComNet and other being CORSECA (a month old seller having surprisingly attractive ratings and presence as vendor in almost many electronics products). As far as headsets are concerned, CORSECA was selling at a same price as that of auto-assigned vendor which was SuperComNet in case of all except Flipkart SmartBuy headset, wherein CORSECA was selling for more than double price of SuperComNet. It was unimaginable that CORSECA was able to manage and match the discounts offered by SuperComNet in many Non-Flipkart premium brands, but not able to match the same in case of upcoming brand like Flipkart Smartbuy! May be, Flipkart sells the same to CORSECA for a higher price or may be its just a story of magical pricing. Well, who knows!

Category 3- Powerbanks (between 10000-11000 mAh)

There were only two sellers in case of all five brand-wise top selling power-banks, one being RetailNet and other being CORSECA. Except in case of Syska and Phillips powerbank, CORSECA was selling at the price-tag same as that of auto-assigned seller - RetailNet. Although Powerbanks are one amongst the top selling products on Flipkart, it is surprising that there were only two sellers selling this product.

Category 4- Men's Trimmers

Phillips trimmers were found to be highly popular and the brand- 'Phillips' had almost three trimmers having 2 lac plus ratings, however we had to choose only one top selling from each brand hence we selected the Philips QT 3310/15 which had considerably high ratings amongst other trimmers by Phillips. Philips QT 3310/15 had 5 sellers and also one seller being Gayatri Pandi Enterprise (having an average rating of 4.1) who sold at a price lesser than that of RetailNet (an auto-assigned seller for this product). It is difficult to gauge the coding of Flipkart and the logic behind the same, but it was evident that price is definitely not the sole reason for any seller to be an auto-assigned seller for particular product. In case of trimmer by Nova (having 2lac plus ratings), Amaze Store was the lone seller. In case of Flipkart SmartBuy trimmer, like most Flipkart products, there were only two sellers.

Category 5- Bluetooth Speaker

Four out of five top selling Bluetooth speakers were auto-assigned for sales to RetailNet and remaining one being to CORSECA. There weren't much sellers in this category as one can see even the number of ratings weren't beyond 40000 even for the top selling Phillips BT40. The surprising check about the algorithms of auto-assigned seller concept of Flipkart can be well seen here as in the case of Phillips BT40, wherein CORSECA (just a month old seller) with lesser ratings than RetailNet (a 45 month old seller) and offering the product at the same price, is assigned as 'auto-seller'. For other products in this category the things looked logical enough, as whenever RetailNet and Corseca were selling at same price, RetailNet remains the auto-assigned seller. It seemed the

algorithms of Flipkart were themselves confused or may be inscrutable for common understanding. In case of Flipkart Smartbuy speaker, as expected, there were only two sellers- RetailNet and Corseca.

Category 6- Mixer Grinder

OmniTechRetail was the sole seller in 4 out of 5 top selling Mixer grinders so there was no question of assigning a seller. Surprisingly for the top rating mixer grinder- Bajaj, there were 33 sellers on the platform with selling prices ranging from 1899 to 4000 for the same mixer. Amongst these 33 sellers, this time there was no 'CORSECA' but along-with the auto-assigned seller 'OmniTechRetail' there was also a seller named 'OmniTechB2b', wherein it is difficult to understand that what is a 'B2B' (as its name suggests) doing on a B2C platform? Also, even surprising fact was that although being a B2B, it was still selling at a price higher than the lowest quote. A further intricate study into the sellers of Bajaj mixer, revealed that 22 out of 33 did not have any ratings and only 4 out of those 22 were labelled as new sellers.

Category 7- Induction Cooktop

RetailNet was the auto assigned seller in 4 out of 5, and in 2 of the top selling Induction Cooktop, it was the lone seller so there was no question of assigning a seller in those two, and one of those two was Flipkart's very own brand SmartBuy. In case of Prestige Induction Cooktop, for a change, the auto assigned seller is Kida Retail Pvt. Ltd. may be because RetailNet was selling the same product at a price quite higher. Out of the total 41 sellers selling Prestige Induction Cooktop, around 8 were non-rated and a seller named Snappliances having decent ratings was selling at a price lower than Kida Retail Pvt. Ltd. but didn't get a chance to be the auto-assigned seller and same was the case with Phillips & Usha wherein sellers named SGR Sales (a seller without ratings) and Business King (an 11 month old seller having better ratings than RetailNet) respectively weren't the auto-assigned sellers for both products. In case of Usha Induction Cooktop 13 out of 39 sellers did not have enough ratings.

Category 8- Solo Microwave

OmniTechRetail was the auto-assigned seller in 4 out of 5 top selling Solo Microwave. In most heavy duty consumer durable electronics, other than OmniTechRetail, a month old seller named 'BTPLRB' was found to be common. In case of IFB solo-microwave, in spite of low ratings, DigiMart, a 15 months old vendor managed to be the auto assigned seller may be because of its lower pricing.

Category 9- Hard Disk

In case of selected external hard-disks from all five brands RetailNet was found to be an auto-assigned seller. Other than WD brand, for the rest four of them there were not more than two sellers and the second one being Corseca selling at a price same as that of RetailNet. In case of Harddisks the sellers didn't have a huge difference of 2-3 times in their selling price as observed in some other cases like Pendrives and Powerbanks.

Category 10- Top Load Fully Auto Washing Machine

In case of top five most rated Top-load fully automatic washing machine, the only 2 common vendors on the platform were BTPLRB and OmniTechRetail. In 3 out of 5, instances may be because of the ratings, the auto-assigned seller was just a month old BTPLRB which got preference over a 45 month old OmniTechRetail in spite of the later one selling at the same price.

Category 11- Smart Television

There weren't more than two sellers in either of the Top selling Smart Televisions and in cases of MI and Vu, there was only single seller, viz. TrueComRetail in MI and BTPLRB in case of Vu. OmniTechRetail was the auto assigned seller in three instances with reference to Smart TV even though BTPLRB (having better ratings as compared to OmniTechRetail) was selling at the same price in all those three instances.

Category 12- Double-door Refrigerator

There was a single vendor, in case of Whirlpool- BTPLRB and in case of Godrej and Haier double door refrigerator- OmniTechRetail. In selected LG and Samsung double-door refrigerators, both OmniTechRetail and BTPLRB competed each other, with OmniTechRetail taking away the badge of auto-assigned seller with low-pricing as compared to BTPLRB.

Category 13- Split Air-Conditioner

OmniTechRetail lead the game of vendors in case of top selling Split ACs on Flipkart with being assigned as auto-vendor in all the five brands. As expected, in this category too, there weren't more than 2 vendors in 4 of the 5 products with 2 of the products having only single vendor- OmniTechRetail leaving no question of fair/unfair auto-assigning of sellers. Flipkart's own brand- MarQ was having considerably high ratings in this category leaving behind industry giants like Voltas, LG and Whirlpool with great margins indicating a warning bell for such veteran consumer durable electronics manufacturers. Also it was worth noting here that, the seller- BTPLRB could manage to match the prices of auto-assigned seller in most other high end consumer electronics, but beating all the logic in case of Split ACs it was selling products at a considerably high prices in comparison to OmniTechRetail in this category. In case of Whirlpool, a seller named Value Digital Stores sold at a price little lesser than OmniTechRetail but still had a bad luck with reference to selection as auto-assigned seller may be because of having no ratings.

Apart from these observations across various product categories, another intricate observation was that in the high-end consumer durables like Washing machines, Televisions, Refrigerators, ACs etc. there weren't much

sellers on the platform. The reason may be many; one might be because the marketplace itself is restrictive of choosing its sellers in such category considering the nature of such products and the special care to be taken while delivering the same, as consumers do expect a lot for their heavy spend and hence they have to be convinced of the quality and brand-new damage free condition of the product when delivered. It's tough to win the trust of consumers in this category and even a slightest sluggishness may result into losing consumer trust and confidence. It might get tough for these e-marketplaces to live upto the expectations of consumers if more number of sellers are encouraged and enlisted in this high end categories and later failing to fulfill the customer expectations.

Category 14- Everyday Laptops

This was the only category out of the 14 categories under study, having varied range of auto-assigned sellers and every product having at least 4 sellers selling the same. It was also surprising to note that for Asus Vivobook, which had third highest number of ratings in everyday laptops category, was sold by a seller named 'synergysolution' having considerable low product quality ratings. In case of Dell the situation was different as 'synergysolution' (which is 57 months old seller on the platform) sells at a lowest price but CORSECA (a month old seller with somewhat better ratings than synergysolution) selling at a slight higher price becomes an auto-assigned seller. There were no-rating sellers who weren't auto-assigned but offering to sell all the top five brands at considerably high prices compared to the lowest quotes, which definitely makes one wonder if ever they would get buyers for such out-rightly visible higher selling prices without having any ratings.

Interpretations from data available on Flipkart platform

a) Analysis of Brands

i) Top 10 Brands in Terms of Number of their top rated products (out of selected 70) offered for sale on Flipkart

Rank	Brand	Products	% of total 70 products	total value
1	Flipkart Smartbuy, MarQ & Billion	8	11%	37340
2	Samsung	4	6%	54139
3	MI	4	6%	14596
4	Phillips	4	6%	6596
5	WHIRLPOOL	3	4%	71298
6	LG	3	4%	68688
7	Sony	3	4%	4768
8	HAEIR	2	3%	35789
9	LENOVO	2	3%	31309
10	SanDisk	2	3%	28698

Top 10 Brands in Terms of total 'Number' of their Top rated products offered for sale on Flipkart from selected 70 products (Table-1)

The rankings of the brands on the basis of number of their top rated products sold on Flipkart, suggest that Flipkart's very own brand - Flipkart SmartBuy, MarQ and Billion had eight products in the top-rated category, followed by brands like Samsung, MI, Phillips, Whirlpool etc. The interesting point here was that reputed brand like Phillips though ranks on number four with 4 of its products in the selected 70 top rated products, the sales value of such four products combined was only Rs. 6596 and Sony too met the same fate on the platform of Flipkart with 3 products valuing together just Rs.4768.

ii) **Top 10 Brands in Terms of Value of their top rated products (out of selected 70) offered for sale on Flipkart**

Rank as per Total Value of the Products	Rank as per no. of products	Change in Position as compared to Rank as per No. of Top rated Products	Brand	Products	Total Value	% of total value of all 70 products (i.e.Rs.726381)
1	5	4	WHIRLPOOL	3	71298	10%
2	6	4	LG	3	68688	9%
3	18	15	Apple	1	64990	9%
4	2	(2)	Samsung	4	54139	7%
5	19	14	Asus	1	51990	7%
6	1	(5)	Flipkart Smartbuy, MarQ& Billion	8	37340	5%
7	8	1	HAEIR	2	35789	5%
8	20	12	Voltas	1	31499	4%
9	9	No Change	LENOVO	2	31309	4%
10	21	11	iFFalcon (TCL)	1	28999	4%

Top 10 Brands in Terms of Value of their Top rated products offered for sale on Flipkart from selected 70 products (Table-2)

Whirlpool and LG both advanced 4 positions and topped the chart when the rankings were based on the value of the products of those brands. Apple, as expected even though has only one top rated product in our selected categories, still managed to jump 15 places and rank 3rd in terms of value. Asus, Voltas and iFFalcon too made huge advances for they all were selling heavy duty electronics like Refrigerator, ACs, Smart TVs, Laptopsetc. However Flipkart's own 3 brands and Samsung dropped down to 6th and 4th position respectively.

b) Analysis of Sellers

i. **Rankings of sellers on Flipkart as per No. of selected top-rated Products offered for sale by them as Auto-Assigned Seller**

Rankings as per No. of top-rated Products sold as Auto-Assigned Seller	Name of the Seller	Auto Assigned seller for number of top rated Products	% of total 70 products	Value of the top-rated products
1	RetailNet	25	36%	117258
2	OmniTechRetail	23	33%	341216
3	SuperComNet	8	11%	4276
4	BTPLRB	5	7%	99197
5	Corseca	3	4%	27888
6	TrueComRetail	2	3%	77489
7	Synergysolution	1	1%	51990
8	DigiMart	1	1%	4639
9	Kida Retail Pvt. Ltd.	1	1%	1679
10	AmazeStore	1	1%	749

Top 10 Auto-assigned Sellers in Terms of Number of their Top rated products offered for sale on Flipkart from selected 70 products (Table-3)

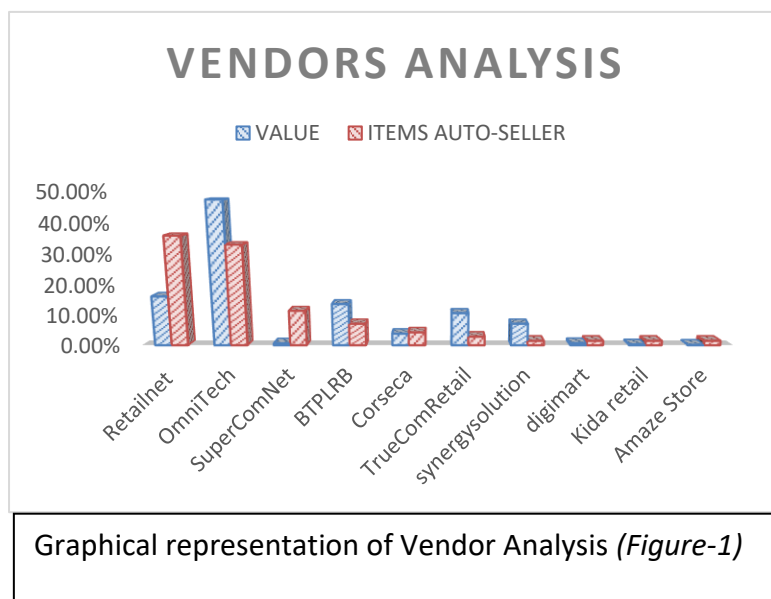
The rankings of the auto-assigned sellers on the basis of number of their top rated products offered for sale on Flipkart from our selected 70 products, suggest that RetailNet and OmniTechRetail leave behind the others with a huge margin of more than 15 items. Internally they both competed for the top spot with only a minimal gap of 2 items. SuperComNet, BTPLRB and CORSECA manage to become the top 5 auto assigned sellers for the selected 70 top-rated products whereas the rest position themselves in the bottom 4 with only 1 product in their basket.

ii. **Rankings of sellers on Flipkart as per Value of selected top-rated Products offered for sale by them as Auto-Assigned Seller**

Rankings as per Value of Top rated products	Change In Position as compared to Rankings as per no. of top rated products sold as Auto-Assigned Seller	Name of the Seller	Auto Assigned seller for number of top rated Products	Value of the top-rated products	% of total value of all 70 products= Rs.726381
1	1	OmniTechRetail	23	341216	47.0%
2	(1)	RetailNet	25	117258	16.1%
3	1	BTPLRB	5	99197	13.7%
4	2	TrueComRetail	2	77489	10.7%
5	2	Synergysolution	1	51990	7.2%
6	(1)	Corseca	3	27888	3.8%
7	1	DigiMart	1	4639	0.6%
8	(5)	SuperComNet	8	4276	0.6%
9	No Change	Kida Retail Pvt. Ltd.	1	1679	0.2%
10	No Change	AmazeStore	1	749	0.1%

Top 10 Auto-assigned Sellers in Terms of Value of their Top rated products offered for sale on Flipkart from selected 70 products (Table-4)

Here the competition continued again between OmniTechRetail and RetailNet for the top spot, however though there was a close call with regards to the number of items offered for sale, but when it came to their value, there was a huge difference due to which OmniTechRetail gained the 1st place. Here the biggest loss in the chart was to SuperComNet which dropped the maximum of 5 places to the 8th position because of the very little value of its total 8 products offered for sale from the selected 70 items. Not much difference in position was found for a month old BTPLRB and 16 months old DigiMart with 1 spot ascend whereas TrueComRetail and synergysolution have managed to jump 2 spots each and enter the top 5 sellers in terms of value of selected 70 top-rated items.



If we are to see the intricacies of the data of auto assigned sellers for the selected 70 products in the electronics category on Flipkart, the insights we get were pretty much concise as there were in total only 10 common sellers offering to sell those selected 70 top-rated consumer electronics products across 14 various categories as auto assigned seller. The graph presents the percentage of total number of items sold and percentage of value of products sold by the 10 auto-assigned sellers for 70 items worth Rs. 726381.

If we were to combine the value of goods sold by RetailNet, OmniTechRetail, BTPLRB, SuperComNet and TrueComRetail that is only five sellers, then they accounted for around 88% of the total value of products offered for sale by them as

auto-assigned sellers. This raises quite a few questions about the fairness of this Platform for the selected products in Electronics category.

Even if we consider the above five sellers for the total number of items sold out of the selected 70, then together they controlled 90% of the 70 top rated electronics items as auto-assigned sellers, and hence the situation wasn't much different.

iii. Review of Seller's Profile on Flipkart

If we take a brief overview of the details available on Flipkart about Seller's profile, some genuine queries can be raised. We compiled the profile details of total 38 sellers (including the one's offering for sale at minimum and maximum price) we have considered for our study of 70 top-rated products. Out of those 38, the details of those 10 sellers who were being auto-chosen for all 70 products was interpreted and certain striking observations from the profile analysis are as follows-

- 1) In the list of 10 sellers, AmazeStore was found to be one of the oldest sellers on the platform having its presence since 80 months. However, although being one of the most experienced sellers on Flipkart, it was found to be an auto-seller only in 1 instance for product of Nova Brand in Trimmers category, justifying the seller's profile information that it deals only in Personal hygiene category.
- 2) OmniTechRetail, SuperComNet and TrueComRetail all three started their journey on the platform *exactly at the same point of time*, i.e. 45 months back, somewhere around July 2016. Till then, RetailNet was just 5 months old and WS Retail was the main seller on Flipkart leading from all ends, but unfortunately a sudden FDI policy change through press note 3 in March 2016[16], changed the game. One of the clause in the policy then demanded the e-commerce platforms to have a check on their sellers and clearly stated that "An e-commerce entity will not permit more than 25% of the sales affected through its marketplace from one vendor or their group companies". Hence, were born these companies.
- 3) To comply with the 2016 FDI policy that vendor's sales should not exceed 25%, now Flipkart had tied up with five main sellers- RetailNet, OmniTechRetail, SuperComNet and TrueComRetail along-with WS Retail and several other sellers while proclaiming it to be a pure marketplace.
- 4) But if we carefully observe the game of Flipkart post 2016, it has some really interesting shades. Unlike earlier, this time it changed the avatar of appearance of these sellers. Earlier, for example the seller named WS Retail, was managed by a company named-"WS Retail Services Pvt. Ltd.". But after 2016, how Flipkart seems to have become quite a bit conscious even about 'real and real' names is explained as under:

Seller name that appears to all on Flipkart	Name of the company that actually owns that seller
RetailNet	Tech-Connect Retail Pvt. Ltd.
SuperComNet	Shreyash Retail Pvt. Ltd.
OmniTech Retail	Consulting Rooms Pvt. Ltd.
TrueComRetail	Sane Retail Pvt. Ltd.

It is worth pondering that why Flipkart doesn't want its sellers to reveal their true identity? May be the top seller on Flipkart are way too creative to have a different 'selling name' like authors have their 'pen name', or may be its just a case of being secretive.

- 5) The directors of the these top sellers are-

Seller name	Directors
Tech-Connect Retail Pvt. Ltd. Aka (RetailNet)	Sanjay Kapoor (He is also a Director of OnMobile Global Limited and its CEO Rajeev Kuchhal was previously one of the directors in WS Retail) & Seema Kapoor [17]
Shreyash Retail Pvt. Ltd. aka (SuperComNet)	Urmil Mittal & Sudarshan Kumar Mittal [18]
Consulting Rooms Pvt. Ltd. Aka OmniTechRetail	Ajaykumar Sachdeva (He was one of the directors on WS Retail), Ashray Sachdeva, Mina Sachdeva (either of them don't have any other directorships) (The original owners of Consulting Rooms, were Dinesh Verma and Sabina Verma, according to Registrar of Companies documents. However In May 2016, Consulting Rooms allotted equity shares worth ₹ 49,99,900 to Ajay and Mina Sachdeva)[19]
Sane Retail Pvt. Ltd. Aka TrueComRetail	Sanjiv Anand, Neelu Anand and Surinder Kumar Anand (either of them don't have any other directorships)[20]

- 6) Contradicting the current FDI norms requiring to "clearly" showcase the seller information like name, address and other contact details of the seller on the platform, BTPLRB and Corseca have been existing with pretty

good ratings for past 1 month on the platform and no information at all as to what business or brand is the seller involved in/with is available.

- 7) On micro observation of various seller's information, a striking observation was that with special reference to the four of these top sellers selling more than 4/5th of the 70 products under our study, their profile information read almost same. It was more like first someone prepared information for one particular seller and then asked someone else to play with the same words around and make another similar sentence to avoid direct plagiarism. Under mentioned information gives us an insight about the same-

Seller name	Profile Info[21]
RetailNet	Quality, Value & an assured superior shopping experience with RetailNet
SuperComNet	High Product Quality and Great Shopping Experience with SuperComNet
OmniTechRetail	Assured Product Quality and great value and Great shopping experience with OmniTechRetail
TrueComRetail	Assured Product Quality and Superior shopping experience with TrueComRetail

SUGGESTIONS

- The current FDI norms in the special context of e-commerce which were released in Press Note No. 2 (2018 Series) clearly specifies that 'In a marketplace model goods/services made available electronically on website should clearly provide name, address and other contact details of the seller'. The government is very particular about this point since in a 'marketplace' model, entire responsibility of post sales, delivery of goods and customer satisfaction will be of the seller. In Flipkart's case, there is no specific information provided with regards to any contact details of the sellers and instead, there is a dialogue box which reads "Contact Seller", However when we choose to contact the seller, we are redirected to "Flipkart Help Centre" instead of the actual seller's customer representation. Also, address of seller is not available in the seller's profile which is a must as per the norms. This needs to be taken care of and amended immediately to be in line with the current FDI norms. Flipkart may argue that it does provide such information alongwith the bill sent to the customer, but for that one has to first purchase the product unfortunately with little knowledge about the seller.
- Unlike Amazon's presentation of clear cut details about the number of ratings given by their customers to a particular seller, Flipkart chooses not to provide meticulous information about the same. For example around beginning of May 2020, Cloudtail, a major seller on Amazon had got 4.5 /5 stars (89% positive) from total 1300591 ratings given by their customer in the lifetime of its existence. Also Amazon had further bifurcated the ratings in 3 categories – 30 days, 90 days, 12 months with detailed count of positive, negative and neutral ratings[22]. It is not necessary that Flipkart should follow the same but atleast there should be some scope of transparency regarding the total number of customer ratings received by the seller.
- In 2018, for winning further customer trust, Flipkart introduced 'seller's score' to replace seller's ratings[23]. This seller score is calculated based on customer feedback and seller's performance and is further divided into two parts- Product Quality and Service Quality. Product Quality is measured by customer feedback and returns whereas service quality is measured by on-time dispatches and low cancellation rate. However the biggest catch here is that, no statistics is available on the app with regards to the number of customers that have contributed in the calculation of this seller score. If such an information is provided, it shall actually contribute largely in winning the customer trust.
- It is hard to believe that the major sellers of Flipkart like RetailNet, TrueComRetail, OmniTechRetail, SuperComRetail having turnover worth crores of rupees expect the customers to accept such naïve information to be relied upon when they look up to their seller information. Especially with regards to the 'Bio' of all four sellers, extremely common aspects like product quality assurance and shopping experience are just frequently repeated everywhere in their statements and it sounds way too generalized. These major sellers need to learn about writing precise profile that includes the specific category of products and major brands they deal in. Other sellers in our study who appeared as auto-assigned sellers only once like Kida Retail Pvt. Ltd., synergysolution, AmazeStore had better on-point profile presentations compared to the major four sellers.

CONCLUSION

The study of sellers on Flipkart for selected 70 top-rated electronics product definitely came as an eye-opener. The two dimensional analysis of its sellers- a) allotting rankings on the basis of value and number of items offered for sale as auto-assigned seller b) evaluating sellers profile is indeed discerning for all the stakeholders- the company, their customers as well as the policy makers. This study brings out some really fascinating insights about sellers on the platform and few suggestions have been provided in the context of the same. Only five sellers, "Only FIVE" (as auto-

assigned) combined offered to sell 90% of the goods worth around 88% of the total value of the selected 70 products on this platform. The interesting fact is that we came across a total number of 308 sellers who offered to sell the selected 70 items but when we narrowed it down to auto-assigned sellers we were left with only “10” sellers whose name repeatedly popped up as auto-assigned seller while trying to add the product to buying cart. This is clearly suggestive of the reality that the “huge numbers of registered seller base” doesn’t really matter when it comes to actual sales, as there might be literally only some tens of them who might be actually ruling it from all ends- be it lower sales price, higher ratings or auto-assignment.

The sellers on Flipkart app still need to be in line with the FDI norms with specific reference to providing their thorough details because even though demanded by the FDI norms, none of the sellers that we came across in our study on Flipkart showed their ‘address’ or ‘contact details’ on the app. This ‘address’ issue needs to be addressed by Flipkart. Another point is that the profile of top auto-assigned sellers like RetailNet, SuperComNet, OmniTechRetail and TrueComRetail is way too general and repetitive which seems really immature for sellers worth crores of bucks.

Certain minute observations were noticed with reference to few questionable irregularities in the context of criterions of Flipkart’s Algorithms in automatically assigning the seller inspite of other sellers having lower/same selling price as well as better ratings. It has been earlier observed that there were certain sellers with either same price or even lesser price than the auto-assigned seller but still they weren’t auto-assigned and the logical reason for the same could be absence of ratings or lesser ratings than their auto-assigned counterparts. For example, in case of *SanDisk Pendrive, MI & Boat Headset, MI Intex & Ambrane Powerbank, Phillips Panasonic & Flipkart Smartbuy Men’s Trimmer, MI Sony & JBL Bluetooth speaker, Phillips & Prestige Induction Cooktop, Seagate Lenovo & SanDisk Harddisk, Samsung & IFB washing machine, Whirlpool Split Ac and Dell Laptop*. This is quite acceptable on logical grounds of ratings, However there were 5 “unusual” observations in case of products like- *Thomson, Samsung & iFFALCON Smart TV, Usha Induction Cooktop and Phillips Bluetooth Speaker* wherein there were sellers having better ratings who also offered to sell at same/less price than the actual auto-assigned seller, but still they weren’t auto-assigned. This glitch (if at all the marketplace considers it one) in Flipkart’s Artificial Intelligence that manages the auto-assignment of sellers needs to be addressed or explained.

While, Walmart (through Flipkart) and Amazon are fighting on Indian soil for their own piece of ‘roti’, in April 2020, amidst the Corona wave and times of great economic meltdown on account of persistent lockdown, Reliance Jio announced a tie up with Facebook-Whatsapp for entering as a third player into The great Indian Retail Bazaar. And just as Flipkart and Amazon could barely digest the news of Reliance Jio’s tie up, there came another news of CAIT (Confederation of All India Traders) announcing its online platform named- ‘bharatemarket.in’.[24]. CAIT is an Umbrella association for about 40,000 trade bodies across India demonstrating a group of around 7 crore Indian traders and has a record of putting up a strong legal fight with Amazon and Flipkart[25] in the past with reference to their unfair sales practises and deep discounting policies. Its announcement of going on board with around 1 crore retailers has already shook the e-market and is going to cause more pain to the list of never ending troubles for e-commerce operators in India. Now, when such gigantic bodies enter the market, with massive plans up their sleeves, it is definitely going to change the ‘game of e-tail’ in India and only time shall tell how the small time sellers registered on such marketplaces shall evolve around surviving the big fishes.

REFERENCES

- 1) The Boston Consulting Group and Retailers Association of India. (2020). Retail 4.0 : Winning the 20s. Retrieved from <https://www.bcg.com/en-in/perspectives/239836>
- 2) The Boston Consulting Group and Retailers Association of India. (2015, February). *Retail 2020 : Retrospect Reinvent Rewrite*. Retrieved from https://image-src.bcg.com/Retail-2020-Feb-2015-India_tcm21-28775.pdf
- 3) Nielsen and Internet & Mobile Association of India . (2019). *Digital In India* . Retrieved from <https://cms.iamai.in/Content/ResearchPapers/2286f4d7-424f-4bde-be88-6415fe5021d5.pdf>
- 4) Indian Rural Market. (n.d.). Retrieved from <https://www.ibef.org/industry/indian-rural-market.aspx>
- 5) Foundation, I. B. (n.d.). Indian E-commerce Industry Analysis. Retrieved from <https://www.ibef.org/industry/ecommerce-presentation>
- 6) Mehta, J. (2013, April 6). Flipkart launches its marketplace with 50 sellers onboard. Yourstory. Retrieved from https://yourstory.com/2013/04/flipkart-launches-a-marketplace-platform-onboards-50-sellers?utm_pageLoadtype=scroll
- 7) Variyar, V. B. (2018, October 9). Small Sellers fear being elbowed out in E-commerce Festival Sale . ET Bureau. Retrieved from <https://economictimes.indiatimes.com/small-biz/sme-sector/small-sellers-fear-being-elbowed-out-in-e-commerce-festive-sale/articleshow/66127866.cms?from=mdr>

- 8) Shrivastava, A. (2019, May 8). Flipkart Nudges Inactive sellers to relist, use its local hubs . ET Bureau. Retrieved from <https://economictimes.indiatimes.com/small-biz/startups/newsbuzz/flipkart-nudges-inactive-sellers-to-relist-use-its-local-hubs/articleshow/69227366.cms?from=mdr>
- 9) (n.d.). Retrieved from <https://seller.flipkart.com/sell-online/growth/seller-tiering-overview>
- 10) Sengupta, R. (2020, February 24). How the Amazon and Flipkart private labels affect other sellers on the ecommerce platforms. Yourstory. Retrieved from <https://yourstory.com/2020/02/amazon-flipkart-private-labels-impact-startups-sellers>
- 11) Variyar, M. (2018, December 21). Non-fashion private labels are 13% of Flipkart's GMV. ET Bureau. Retrieved from <https://economictimes.indiatimes.com/small-biz/startups/newsbuzz/non-fashion-private-labels-are-13-of-flipkarts-gmv/articleshow/67188053.cms>
- 12) Bansal, V. (2018, September 7). Flipkart lines up private labels before big day. ET Bueau. Retrieved from <https://economictimes.indiatimes.com/small-biz/startups/newsbuzz/flipkart-lines-up-private-labels-before-big-day/articleshow/65715180.cms?from=mdr>
- 13) Anand, S. (2018, May 19). Flipkart springs surprise checks on sellers. ET Bureau. Retrieved from <https://economictimes.indiatimes.com/small-biz/sme-sector/flipkart-springs-surprise-checks-on-sellers/articleshow/64231254.cms>
- 14) Jai Vardhan, G. T. (2019, November 6). Flipkart's financials reveal it as a full-blown retailer, not just a marketplace. Entrackr. Retrieved from <https://entrackr.com/2019/11/flipkarts-financials-reveal-full-blown-retailer-not-marketplace/>
- 15) Bhattacharya, A. (2018, October 16). Dear Flipkart and Amazon, sales are measured in rupees—not Burj Khalifas. Quartz India . Retrieved from <https://qz.com/india/1424745/amazon-india-flipkart-measure-festive-sales-with-absurd-metrics/>
- 16) *Latest Circulars: Department for Promotion of Industry and Internal trade.* (n.d.). Retrieved from Department for Promotion of Industry and Internal trade: <https://dipp.gov.in/policies-rules-and-acts/press-notes-fdi-circular>
- 17) Zaubacorp. (n.d.). TECH-CONNECT RETAIL PRIVATE LIMITED. Retrieved from <https://www.zaubacorp.com/company/TECH-CONNECT-RETAIL-PRIVATE-LIMITED/U52100HR2010PTC068415>
- 18) Sen, A., & Dalal, M. (2017, January 20). Myntra adds new third-party sellers to comply with FDI norms. LiveMint. Retrieved from <https://www.livemint.com/Companies/f4J6ySqs90hryPury6gBaJ/Mynttra-adds-new-thirdparty-sellers-to-comply-with-FDI-norms.html>
- 19) Sen, M., & Verma, S. (2016, July 11). Flipkart firms up plans to comply with e-commerce FDI norms. LiveMint. Retrieved from <https://www.livemint.com/Companies/7wDzIby73qDkTiEyWYnAyH/Flipkart-firms-up-plans-to-comply-with-ecommerce-FDI-norms.html>
- 20) Zaubacorp. (n.d.). *Sane retails private limited.* Retrieved from Zaubacorp: <https://www.zaubacorp.com/company/SANE-RETAILS-PRIVATE-LIMITED/U52500HR2016PTC064234>
- 21) *Flipkart.* (n.d.). Retrieved from Flipkart: <https://www.flipkart.com/>
- 22) *Amazon India.* (n.d.). Retrieved from Amazon India: <https://www.amazon.in/>
- 23) Ranjan, S. (2018, May 15). Flipkart to discard sellers ratings, to introduce seller score. YourStory. Retrieved from <https://yourstory.com/2018/05/flipkart-to-discard-sellers-ratings-to-introduce-sellers-score>
- 24) Soni, S. (2020, May 1). CAIT takes e-commerce fight to Amazon, Flipkart; announces portal for kiranas with these benefits. Financial Express. Retrieved from <https://www.financialexpress.com/industry/sme/msme-eodb-cait-to-launch-ecommerce-portal-bharatemarket-in-next-month-to-compete-with-amazon-flipkart-reliances-jiomart/1945304/>
- 25) FE Online. (2020, May 5). Amazon, Flipkart rival CAIT's BharatEMarket opens registration for sellers; targets this many retailers. Financial Express. Retrieved from <https://www.financialexpress.com/industry/sme/msme-tech-cait-bharatemarket-invites-sellers-to-register-on-ecommerce-marketplace/1948573/>

Annexure 1- Data of selected 70 top rated products across 14 categories in electronics section on Flipkart

Pendrive	Sandisk 32GB OTG Ultra	Sony USM 32GB	Toshiba Transcend 16GB	HP X740W Metal 32GB	Kingston DTUG4 32GB
Total no. of Ratings	247066	79599	22114	17053	10102
Average Rating	4.3	4.1	4.2	4.3	4.2
Auto assigned vendor	Vendor	Vendor	Vendor	Vendor	Vendor
Vendor [Minimum S.P.]	589	420	342	649	469
Vendor [Maximum S.P.]	578	420	342	649	469
Vendor [Maximum S.P.]	1350	3.7	588	V.V.TELECOM	99Gems
Total no. of vendors	23	2	3	7	2
Headset	MI Basic wired	Boat Brasshead Superextra 220	JBL T250 SI wired	Sony 310 AP	Flipkart Smartbuy RichBass
Total no. of Ratings	524562	467155	216336	182187	167772
Average Rating	4.3	4.2	4.1	4.2	4
Auto assigned vendor	Vendor	Vendor	Vendor	Vendor	Vendor
Vendor [Minimum S.P.]	399	549	799	949	349
Vendor [Maximum S.P.]	390	549	799	949	349
Vendor [Maximum S.P.]	399	3.7	799	CORSECA	CORSECA
Total no. of vendors	3	-	2	2	2
Powerbank[10000-11000mAh]	MI 10000 18W	Intex 10000 10W	Syska 10000 10W	Ambrane 10000 10W	Philips 11000 10W
Total no. of Ratings	516256	456842	385928	373839	304685
Average Rating	4.4	4	4.1	4.1	4.1
Auto assigned vendor	Vendor	Vendor	Vendor	Vendor	Vendor
Vendor [Minimum S.P.]	899	799	649	699	999
Vendor [Maximum S.P.]	899	799	649	699	999
Vendor [Maximum S.P.]	899	3.7	1799	CORSECA	CORSECA
Total no. of vendors	2	2	2	2	2
Men's Trimmer	Philips QT 3310/15	Nova Prime series NHT 1085	Flipkart Smartbuy M4D12Q	Syska HT 305/2K/02	Panasonic ER 207 WK 24B
Total no. of Ratings	289858	204989	200026	104322	102835
Average Rating	4.3	4.1	4.2	4.1	4.3
Auto assigned vendor	Vendor	Vendor	Vendor	Vendor	Vendor
Vendor [Minimum S.P.]	1399	749	599	1199	1880
Vendor [Maximum S.P.]	1399	749	599	1199	1880
Vendor [Maximum S.P.]	1399	4.9	599	1199	1880
Total no. of vendors	5	1	2	4	2
Bluetooth Speaker	Philips BT 40	MI Compact 2W	Sony XB 1010W	Flipkart Smartbuy 6W	JBL GoPlus
Total no. of Ratings	38449	52367	32113	31593	30255
Average Rating	4.3	4.3	4.4	4.2	4.3
Auto assigned vendor	Vendor	Vendor	Vendor	Vendor	Vendor
Vendor [Minimum S.P.]	1199	799	3399	849	1599
Vendor [Maximum S.P.]	1199	799	3399	849	1599
Vendor [Maximum S.P.]	1841	2.6	3	1699	1599
Total no. of vendors	5	3	5	2	2
Mixer Grinder	Bajaj GX1 500W	Butterfly Arrow 500W	Billion FastGrind MG 122 500W	Flipkart Smartbuy Powerchef Premium 500	Prestige Atlas 550W
Total no. of Ratings	130776	51315	42640	34341	30137
Average Rating	4.2	4.1	4.1	4.1	4.1
Auto assigned vendor	Vendor	Vendor	Vendor	Vendor	Vendor
Vendor [Minimum S.P.]	1899	1675	1299	1397	1849
Vendor [Maximum S.P.]	1899	1675	1299	1397	1849
Vendor [Maximum S.P.]	4000	3.4	3.4	3.4	3.4
Total no. of vendors	33	1	1	1	1

Induction Cooktop	Pigeon Favourite IC 1800W	Philips HD 4928/01	Prestige PIC 20.0	Flipkart Smartbuy	Usha IC 3616
Total no. of Ratings	166063	54455	30645	26732	7892
Average Rating	4.1	4.3	4.2	4	4.3
Auto assigned vendor	Vendor	Vendor	Vendor	Vendor	Vendor
Vendor [Minimum S.P.]	1499	2999	1679	1449	1899
Vendor [Maximum S.P.]	1499	2999	1679	1449	1899
Total no. of vendors	1	8	41	1	39
Solo Microwave	Bajaj 17L	Samsung 23L	MarQ by Flipkart 20L	IFB 17L	LG 20L
Total no. of Ratings	16268	9516	9033	7567	3252
Average Rating	4.3	4.4	4.3	4.4	4.4
Auto assigned vendor	Vendor	Vendor	Vendor	Vendor	Vendor
Vendor [Minimum S.P.]	3999	5750	3899	4639	5699
Vendor [Maximum S.P.]	3999	5750	3899	4639	5699
Total no. of vendors	4	2	2	7	2
Hard Disk	WD myPassport 2TB wired HDD	Seagate BackupPlus Slim 2TB HDD	Toshiba Canvio Basic 1TB HDD	Lenovo 2TB HDD	Sandisk 2TB SSD
Total no. of Ratings	58046	10011	6460	1151	289
Average Rating	4.5	4.4	4.4	4.4	4.6
Auto assigned vendor	Vendor	Vendor	Vendor	Vendor	Vendor
Vendor [Minimum S.P.]	5099	5599	3499	5319	28109
Vendor [Maximum S.P.]	5099	5599	3499	5319	28109
Total no. of vendors	3	2	1	2	2
Top Load Fully Auto Washing Machine	Samsung 6.2 Kg	Haier 6 Kg	IFB 6.5 Kg	Omida 6.2 Kg	Whirlpool 6.5 Kg
Total no. of Ratings	50407	24854	19620	18568	14199
Average Rating	4.4	4.4	4.3	4.2	4.3
Auto assigned vendor	Vendor	Vendor	Vendor	Vendor	Vendor
Vendor [Minimum S.P.]	13900	11799	16999	11199	14499
Vendor [Maximum S.P.]	13900	11799	16999	11199	14499
Total no. of vendors	2	1	2	1	2
Smart Television	MI LED 4A Pro 32 inch	Thomson B9 Pro 32inch HD ready	Samsung Series 4 32inch HD ready	Vu Pixelight Ultra HD 50 Inch	IFFacon by TCL AI powered K31 Ultra
Total no. of Ratings	258388	60550	33457	21378	18516
Average Rating	4.4	4.4	4.3	4.4	4.4
Auto assigned vendor	Vendor	Vendor	Vendor	Vendor	Vendor
Vendor [Minimum S.P.]	12499	9999	13999	26999	28999
Vendor [Maximum S.P.]	12499	9999	13999	26999	28999
Total no. of vendors	1	2	2	1	2
Doubtdeodor Refrigerator	Samsung 253L	Whirlpool 265L	LG 260L	Godrej 236L	Haier 310L
Total no. of Ratings	14587	10085	9298	2591	1776
Average Rating	4.4	4.3	4.4	4.3	4.3
Auto assigned vendor	Vendor	Vendor	Vendor	Vendor	Vendor
Vendor [Minimum S.P.]	20490	26800	24990	18290	23990
Vendor [Maximum S.P.]	24990	26800	24990	18290	23990
Total no. of vendors	2	1	2	1	1

Split Air-Conditioner			MarQ by Flipkart I.S.T			Volas I.S.T			Midea IT			LG I.S.T			Whitpool I.S.T					
Total no. of Ratings	16137	4.3	7478	4.2	7237	3856	4.4	3793	4.2	3579	4.2	3579	4.2	3579	4.2					
Average Rating																				
Auto assigned vendor	OmniTechRetail	27499	3.4	5	OmniTechRetail	31499	3.4	5	OmniTechRetail	22999	3.4	5	OmniTechRetail	37999	3.4	5	OmniTechRetail	29999	3.4	5
Vendor [Minimum S.P.]	OmniTechRetail	27499	3.4	5	OmniTechRetail	31499	3.4	5	OmniTechRetail	22999	3.4	5	OmniTechRetail	37999	3.4	5	OmniTechRetail	29999	3.4	5
Vendor [Maximum S.P.]	BTPLRB	46999	4	5	OmniTechRetail	31499	3.4	5	OmniTechRetail	22999	3.4	5	OmniTechRetail	37999	3.4	5	OmniTechRetail	29999	3.4	5
Total no. of vendors	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Everyday Laptop			HP 14QAPU Dual Core A9			Asus Vivobook S-series Core i5			Lenovo Ideapad 130 Core i3			Dell 14 3000 Core i3								
Total no. of Ratings	23585	4.7	9573	4.1	8920	4.5	5760	3579	4.1	3579	4.1	3579	4.1							
Average Rating																				
Auto assigned vendor	TrueComRetail	64990	3.9	5	RetailNet	19990	4.2	5	RetailNet	51990	2.5	5	RetailNet	25990	4.2	5	CORSECA	25490	3.7	5
Vendor [Minimum S.P.]	TrueComRetail	64990	3.9	5	CORSECA	19990	3.7	5	CORSECA	51990	2.5	5	CORSECA	25990	3.7	5	synergysolution	25290	2.5	5
Vendor [Maximum S.P.]	AAASHIKTECH	81256	-	-	Computers.Jai	28462	-	-	NetCom Infotech	75990	-	-	NetCom Infotech	35600	-	-	DRPC	29426	-	-
Total no. of vendors	4	5	5	5	4	4	6	5	4	4	6	5	5							

Annexure 2- Data of Seller's Profile on Flipkart

Sr no.	Vendors	Existence on Platform (in months)	P.Q.R.	S.Q.R.	Average Rating	No. of Times Auto Vendor	Seller Information as provided on the App
1	RetailNet	50	4.2	5	4.6	25	Quality, Value & an assured superior shopping experience with RetailNet
2	OmniTechRetail	45	3.4	5	4.2	23	Assured Product Quality and great value and Great shopping experience with OmniTechRetail
3	SuperComNet	45	4.3	5	4.7	8	High Product Quality and Great Shopping Experience with SuperComNet
4	BTPLRB	1	4	5	4.5	5	Nothing is mentioned in the seller details
5	CORSECA	1	3.7	5	4.4	3	Nothing is mentioned in the seller details
6	TrueComRetail	45	3.9	5	4.5	2	Assured Product Quality and Superior shopping experience with TrueComRetail
7	AmazeStore	80	4.4	4.5	4.5	1	We are among the largest sellers on Flipkart, dealing in Genuine products in personal and health care. You shall experience quality, value and assured shopping with us.
8	DIGIMART	16	2.6	4.6	3.6	1	We are the distributor of our products. We deals in branded products for home and kitchen appliances
9	Kida Retail Pvt. Ltd.	73	4.2	4.7	4.5	1	KIDA.IN specialises in Quality Accessories for Apple and Android Phones, Tablets, Laptops, Gadgets. We have identified Top Quality Accessories and we list only those products we like. Corporate and Individuals can look at accessories for gifting. Customers who want specific products which are not on KIDA.IN we can arrange supply. KIDA.IN has physical stores in Pune and will roll a franchisee Network
10	synergysolution	57	2.5	5	3.8	1	Our range of products is extensive. We are the PAN India distributors of Computer Hardware, and much more Our product range includes Laptops, Desktops, projectors, servers.. Also we deal in Dell, AMD, Intel, Gigabyte, Asus, BenQ etc.. We respect your feedback and suggestions, please seek help from us in case of any issues before rating us, we'll do our level best to satisfy you with the purchase