

Flipkart



NIPP
NASSCOM INDUSTRY
PARTNERSHIP PROGRAM

Plug in tools for content translation

Organization Name: Flipkart

Business Challenge:

Most platforms have sellers that are deep rooted in various parts of India and the varied demography creates the requirement of an ability to reach these sellers in their most preferred language to make the communication and content most relevant to them. Built in solutions/tools to translate a base language content to multiple languages as per a seller's preference.