

**Flipkart**



**NIPP**  
NASSCOM INDUSTRY  
PARTNERSHIP PROGRAM

## Reduce Returns for Sellers

**Organization Name:** Flipkart

---

**Business Challenge:**

Returns increase the cost of doing business for sellers. The inbound operational cost of shipping, handling, quality control, and disposal can often erode profits entirely. When low-margin items are damaged to the point where they cannot be resold, it's a bigger problem.

What insights can sellers operate on to reduce returns and can this problem be solved at scale?