

Top Gun Event

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Peeyush Ranjan, CTO of Flipkart shared the candid discussion on the global economy, e-commerce, latest technological advances, artificial intelligence and deep learning.

The house was fully packed with the IIT alumni, friends, families and SMU fraternity.

Peeyush explained about the way Flipkart is changing the lives of millions of Indians across all strata of the society. Flipkart is leveraging latest technology and providing unprecedented services to the customers.

Following are the distinctive advantage provided to the customer

1. A wide range of high quality product
2. Convenience of doorstep delivery
3. Competitive price to the customer

Flipkart is able to sell products to the urban and rural areas equally. In fact the second tier town sales in certain categories of products have surpassed the urban sales. Flipkart is continuously improving its offerings, operational process and leveraging the technology.

He shared the experience related to the Motorola mobile. The mobile was designed to capture the mass market in India. During the launch discussion it was found that the traditional brick and mortar launch will increase the price by as much 30%.

The team embarked on the innovative idea to launch mobile on e-platform only. The idea was risky & revolutionary as the rural segment was not connected to the platform.

The cost savings were passed to the customers. The model was instant hit in the Indian market and also validated the approach of launching exclusively on the e-platforms. This was soon followed by other companies.

Peeyush highlighted that world class data center is developed and commissioned in India for Flipkart. The data centre is gigantic in scale and was commissioned at an unprecedented pace.

The data Centre was utilized for the largest shopping sale by Flipkart without any major issues. This is the testimony of the technological prowess acquired by the company. Flipkart has a strong technology team force of 1200+ resources and is agile to leverage the latest in the tech stacks.

Flipkart decided to live on bleeding edge of technology and developed the immersive, engaging and high performance progressive web applications. The webapps doesn't need any installation and provides useful features like splash screens, web push API, minimizing data requirements, improved performance & responsiveness.

Audience was captivated by the information shared. Audience asked lots of questions related to promising technological trends. Peeyush mentioned that the future belongs to the machine learning.

A lot of research and implementation is happening in the area of machine learning. He gave lots of examples related to computer's ability to learn without being explicitly programmed. Lots of companies are intensively working on practical applications of the machine learning.

Machine learning has capability to learn the images, speech, words etc. The capacity is so strong that the image classification accuracy has increased many folds in recent time. The time taken for the classification is also much lesser as compared to the human counterpart. Machines are learning how to recognize pets, alphabets, words through training and without being programmed. Language translations, text processing is much advanced due to machine learning.

He also touched upon the payments technology, unified payments interface, wallets etc. Mobile payments technology and sharing of the e-wallets across various platforms is the way to go.

e-commerce platforms provides unique opportunities for innovation and end-customer benefits. For eg. Flipkart understood the Indian customer requirements for television and custom designed the TV. Owing to the product utility & price, Flipkart was able to instantly gain large share in the TV market. This caused the competitors to improve their offering leading to the customer benefits. Flipkart and other companies have embarked on lots of such initiatives and innovations for the customers.

An informal discussion and networking followed much beyond the planned session time. Attendees appreciated the experience sharing, learning & networking with like-minded professionals & left the venue with an expectation of many more power packed top gun sessions in future.