

Name: Flipkart FireFly

With their innate fire and the natural ability to fly, they are called Fireflies for a reason! Doesn't matter how small or insignificant their light is, and doesn't matter how dark and dreadful the nights get, they glow- fearless and optimistic.

Don't they remind you of the all the aspiring entrepreneurs? The fire to prove themselves and the aspirations to fly. Audacious and relentless, they refuse to stop before the skies are brightened by their light.

Campaign Line:

Kyuki chamakte rehna hi aapki pehchaan hai!

To shine is you. Encouraging sellers to believe in their ideas, in their dreams. Never to let the light of their innovative ideas fade.

The fire lies within!

The fire to achieve, the fire to reach where you have always wished to be, the fire to bring your ideas to life - that fire is in you. Believe in it, because we do too.

Flipkart Wish

Ab apke ideas karenge aapki har wish poori!

Aapki wishes poori karenge aapke ideas!

Name: Flipkart Sapling

Doesn't matter how much a tree grows, what heights it acquires, or what it gives birth to, the seed is where it all begins and the seed is the sole source of life that runs through it all.

Your idea is that seed. Doesn't matter where your business is years after this day and what accomplishments you have attained, it always is that idea that brings it to life.

Flipkart understands that and wishes to give your ideas the ground to grow on. We plant the sapling of your idea and you are free to grow from thereon.

Campaign Line:

Where your ideas come to life

Bus Badhte Jaana Hai!

Like a sapling, ideas have the natural instinct grow. Bus Badhte Jaana Hai reflects the optimism of just moving forwards and to never looking back.

Name: Flipkart LIFE

Letting Ideas Find Entrepreneurs

It is about time ideas reigned over institutional standards of knowledge. Flipkart LIFE intends to bring ideas to LIFE by letting ideas decide who deserves to be an entrepreneur. All you need is an idea - an idea that aspires to change, an idea that projects innovation, an idea that walks us into the future.

Campaign Name:

Letting Ideas Find Entrepreneurs

Flipkart WISH

Where Ideas Soar High