

## **Brand Name**

### **Flipkart Troops**

### **Flipkart Sehej**

*Sehej: Easy / Simple*

This signifies that Sellers' work will be made simpler and easier.

### **Flipkart Sahayak**

*Sahayak: Helper*

This one is pretty literal.

### **Flipkart Aid**

### **Flipkart Pro-4**

(Comes from the 4 trained men we send out to support the sellers)

### **Flipkart Saksham**

Saksham is Capable. (Denoting that the people we send are trained professionals and capable of carrying out the work)

### **Flipkart Sashakt**

Sashakt is Empowered (Signifying that these people empower the seller by providing them with their expertise)

### **Team Sankalp**

Sankalp is pledge, since they are dedicated to assisting the sellers.

### **Team *Stambh***

Stamb is a pillar/beam. It supports the load. It is important, yet not as important as the foundation.

### **Flipkart Titans / Flipkart Heroes**

### **Flipkart Fleet**

### **Flipsmiths**