

Flipkart

Breaking barriers with Flipkart.

How many of you have moved to a new city for work?

Every year millions of Indians move around for their work. Most times, we don't know the language of that city. What works in our favour though, is that we're good with English.

Can't understand what a local vendor says? It's fine, you can still order the same thing online by just knowing English.

How often do we think about it the other way around?

How convenient is online shopping for people who don't know English? Is it just a matter of a few clicks for them too?

Language shouldn't be a barrier, and in no way a divider, when it comes to the ease and safety of online purchases.

This was the vision Flipkart had in mind when they made their interface vernacular friendly.

Bridging the language gap isn't just about adding convenience to the lives of more people. It's also about thousands of Indians having the opportunity to experience simple joys in the way so many of us are. It's about belonging to a world where language doesn't dictate what you buy, and how you buy it.

In its simplest sense, it's about being inclusive.

Inclusion is one of the things Moolya values the most. Regardless of who they are, where they come from, what they speak, how they dress, what they eat, Moolyans have always been tight-knit.

In celebration of Flipkart's initiative to be more inclusive, Moolya has penned a short story about the power of language. We are proud to be such a close part of Flipkart's journey and hope for much more.



moolya.com

10 Million Products Sold

in the first 8 hours of the **Big Billion Sale**

and here's how Moolya helped **Flipkart** do it

For 10 Straight Years



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