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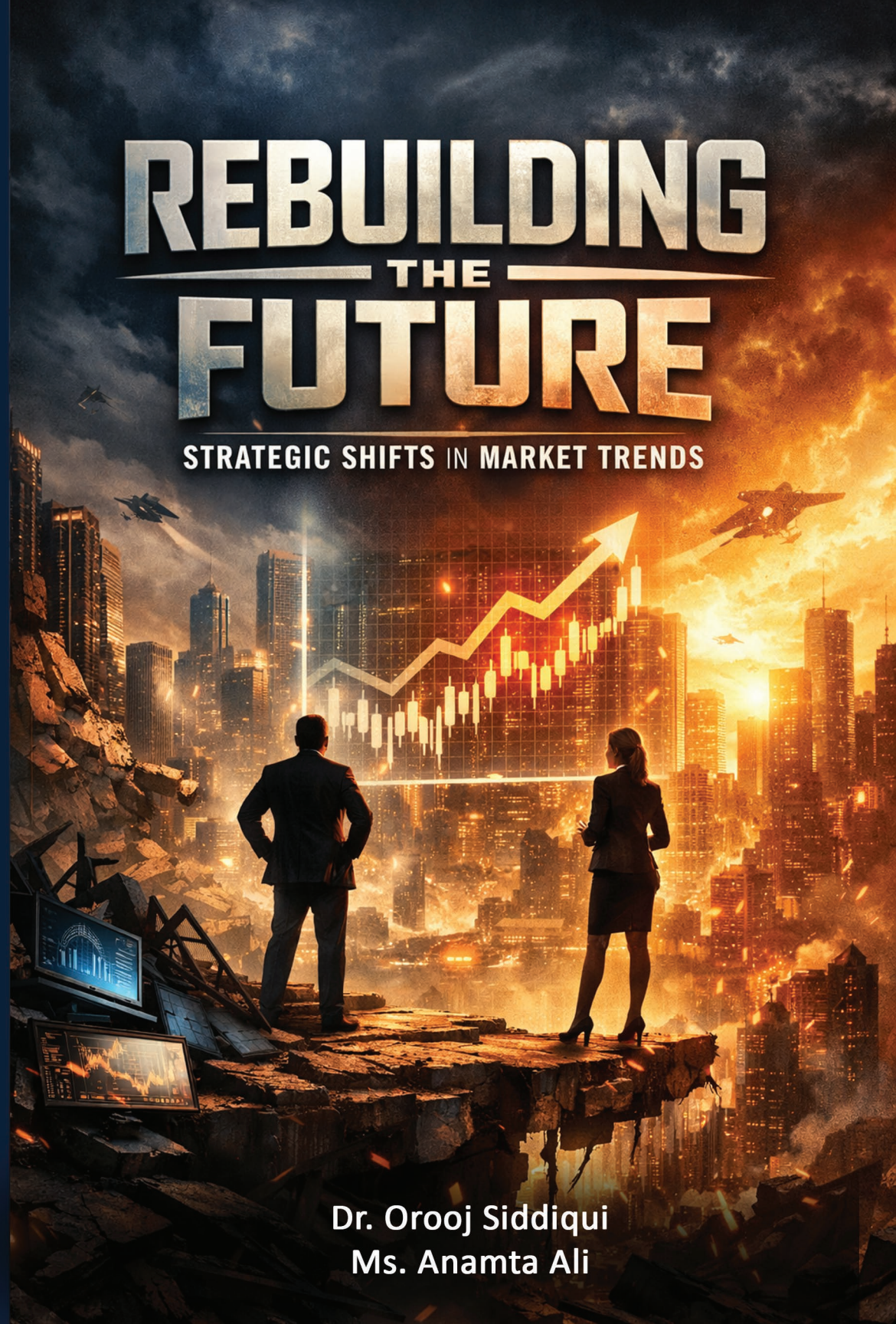
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# REBUILDING THE FUTURE

STRATEGIC SHIFTS IN MARKET TRENDS

REBUILDING THE FUTURE: STRATEGIC SHIFTS IN MARKET TRENDS



Dr. Orooj Siddiqui  
Ms. Anamta Ali

# **Rebuilding the Future: Strategic Shifts in Market Trends**

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**Published by: - Book Rivers**

**Website: - <https://www.bookrivers.com> Email:**

**[publish@bookrivers.com](mailto:publish@bookrivers.com)**

1<sup>st</sup> Print Edition - 2026

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**Title: Rebuilding the Future: Strategic Shifts in Market Trends**

**Editors: Dr Orooj Siddiqui, Ms Anamta Ali**

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**ISBN: 978-93-6884-533-1**

**MRP: 499 /-INR**

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**(Printed in India)**

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# **Market Strategy and Branding in Online Retail: A Case Study of Flipkart**

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## **1. Introduction**

The emergence of e-commerce has profoundly reshaped the global retail landscape, and India has not remained untouched by this digital revolution. With the rise of internet penetration, mobile technology, and changing consumer preferences, traditional shopping methods are rapidly being replaced by online platforms. Among the leading pioneers of this transformation in India is Flipkart, a company that has redefined how Indians shop. From its humble beginnings as an online bookstore in 2007, Flipkart has evolved into a multi-category e-commerce powerhouse, offering everything from electronics and apparel to home essentials and digital content.

This chapter aims to explore Flipkart's marketing strategy and branding practices in the context of India's dynamic e-commerce sector. The focus lies on understanding how Flipkart has used its digital presence, innovative branding, customer-centric policies, and technology-driven solutions to capture market share and build long-term customer relationships. As consumer behaviour continues to evolve, influenced by convenience, price sensitivity, and trust, companies like Flipkart face the dual challenge of differentiation and retention in a highly competitive space.

Branding plays a crucial role in Flipkart's growth story. From offering memorable advertisements and deals to building strong