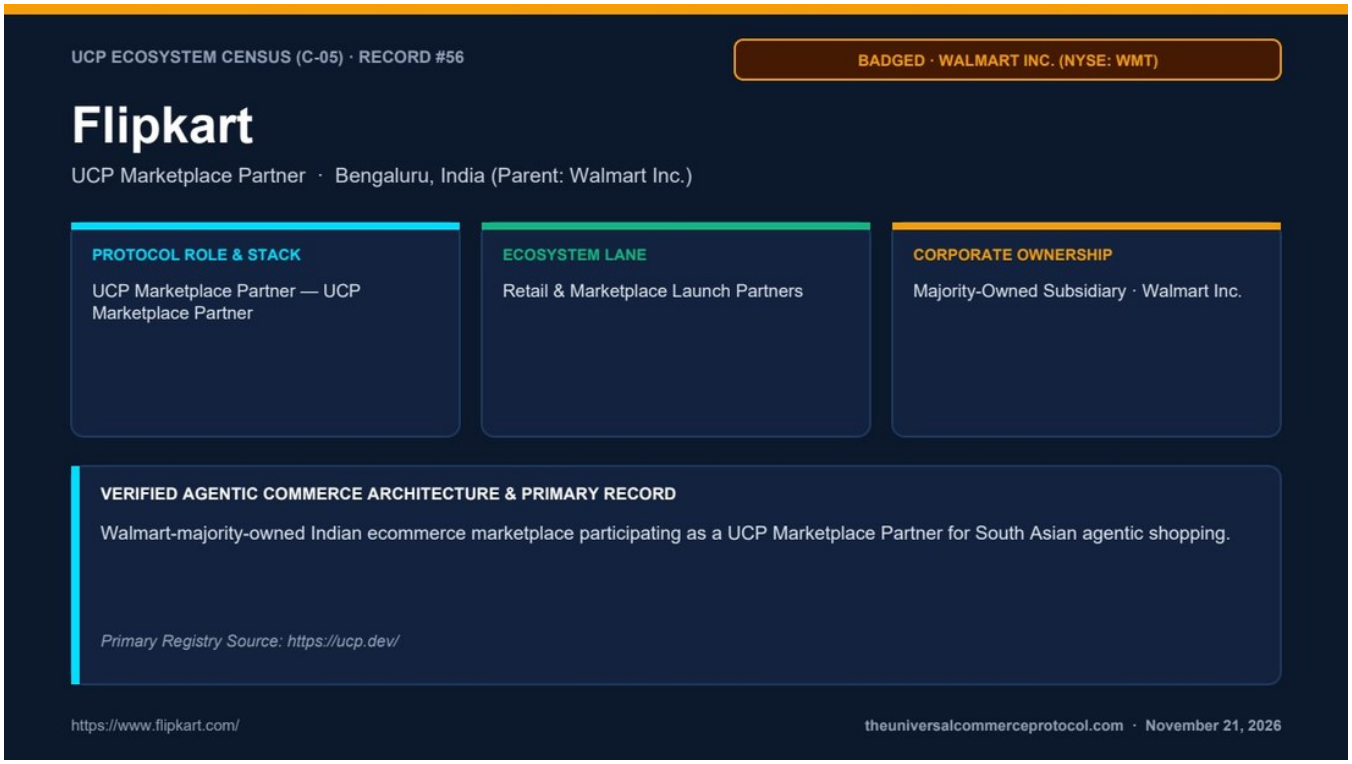
Flipkart — Verified Agentic Commerce Ecosystem Profile

UCP Marketplace Partner | Bengaluru, India (Parent: Walmart Inc.) | Verified November 21, 2026

OPTION B PARENT BADGE: Majority-Owned Subsidiary · Walmart Inc. — Flipkart (Bengaluru, India) is the majority-owned Indian ecommerce marketplace subsidiary of Walmart Inc., listed as a UCP Marketplace Partner.



1. Verified Ecosystem Record & Protocol Alignment

Field	Primary-Source Verified Detail
Entity	Flipkart
Official Ecosystem Role	UCP Marketplace Partner
Protocol Alignment	UCP Marketplace Partner
Ecosystem Lane	Retail & Marketplace Launch Partners
Ownership Classification	Majority-Owned Subsidiary · Walmart Inc.
Headquarters	Bengaluru, India (Parent: Walmart Inc.)
Official Reference URL	https://www.flipkart.com/
Canonical Spec Registry	https://ucp.dev/

2. Protocol Architecture & Merchant Interoperability

Walmart-majority-owned Indian ecommerce marketplace participating as a UCP Marketplace Partner for South Asian agentic shopping.

Within the open agentic-commerce stack (UCP /.well-known/ucp discovery, REST/JSON-RPC transports, AP2 verifiable payment mandates, and ACP delegated checkout), Flipkart operates inside the Retail & Marketplace Launch Partners layer. UCP's core Merchant-of-Record principle ensures participating merchants retain direct customer relationships and fulfillment control rather than surrendering checkout to closed intermediaries.

3. Corporate Ownership & Governance Verification

Flipkart (Bengaluru, India) is the majority-owned Indian ecommerce marketplace subsidiary of Walmart Inc., listed as a UCP Marketplace Partner.

4. Frequently Asked Questions

Q: What role does Flipkart play in UCP and agentic commerce?

Walmart-majority-owned Indian ecommerce marketplace participating as a UCP Marketplace Partner for South Asian agentic shopping.

Q: Where is Flipkart officially verified in public protocol registries?

Listed directly in https://ucp.dev/ under role 'UCP Marketplace Partner' (verified live November 21, 2026).

Q: How does Flipkart ownership map under Option B governance?

Flipkart (Bengaluru, India) is the majority-owned Indian ecommerce marketplace subsidiary of Walmart Inc., listed as a UCP Marketplace Partner.

5. Primary Sources & Companion Links

Reference	Verified URL
Canonical Protocol Registry	https://ucp.dev/
Official Entity URL	https://www.flipkart.com/
Live Web Profile	https://theuniversalcommerceprotocol.com/flipkart-ucp-ecosystem-profile/
Markdown Twin (.md)	https://theuniversalcommerceprotocol.com/wp-content/uploads/2026/11/flipkart-ucp-ecosystem-profile.md
C-05 Ecosystem Census Index	https://theuniversalcommerceprotocol.com/agentic-commerce-ecosystem-census/
Combined Census llms.txt	https://theuniversalcommerceprotocol.com/agentic-commerce-ecosystem-census-llms.txt

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