

Indian e-commerce mega-deal collapses as Snapdeal rejects Flipkart offer

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Flipkart's bid to consolidate its leadership of the Indian e-commerce market today flopped after target Snapdeal decided to reject a \$950 million takeover offer and go it alone instead. The decision leaves Flipkart and Amazon competing intensely for market leadership in future, number three Snapdeal with an uncertain future and China's Alibaba Group poised on the sidelines for a possible market entry in the next few months.

Source: <https://www.cep-research.com/news/indian-e-commerce-mega-deal-collapses-as-snapdeal-rejects-flipkart-offer>