

Ace Turtle and Flipkart Partners With WHP To Bring Toys"R"Us To India

On Tuesday E-commerce firm Flipkart Group's wholesale entity in India and Ace Turtle, an omnichannel enablement platform, said a joint venture company set up by them has secured licensing rights for toy and baby brands Toys"R" Us (TRU) and Babies"R"Us (BRU) in the country.

Flipkart said it will utilize its reach and expertise in technology and customer experiences, coupled with Ace Turtle's omnichannel technology, enabling buy-online and ship from store or pick up from store, endless-aisle, and other technological innovations.