

By **Kian Ganz** Tuesday, 26 July 2016 18:28

Khaitan Bangalore, BMR bag \$70m Flipkart buy of Jabong.com

[Email](#)

[Facebook](#)

[Tweet](#)

[Linked-in](#)



Khaitan and BMR begin scoring off start-up consolidation

"Flipkart Ltd has acquired Jabong through its unit Myntra in a cut-price deal that values the online fashion store at \$70 million, moving to preserve its position as India's No.1 e-commerce marketplace in the face of an onslaught by Amazon India," reported *Mint*.

Value: \$70m

Flipkart was advised by **Khaitan & Co** Bangalore partner **Ganesh Prasad**, assisted by Bangalore associate partner **Vinay Joy**, senior associate Rohith Rajendran and associate H Muralikrishnan.

Jabong was advised by **BMR Legal** Delhi partner **Amit Khansaheb** with principal Vishruta Kaul and senior associate Deep Jain.

In 2014, Nishith Desai Associates had **advised** Flipkart on its purchase of Myntra, which was advised by Indus Law.