



Flipkart adds over 50,000 direct jobs with a 30% increase in indirect jobs ahead of the festive season

- *This direct employment is across its supply chain, including logistics, last-mile and customer support to cater to the high festive demand*
- *The newly hired personnel have been trained with finer nuances of e-commerce including aspects of product delivery, local laws etc.*
- *Cumulative indirect employment created at seller locations to the tune of 6.5 lakhs over the years will help boost local employment and the economy*

Bangalore, 24th September 2019: In view of the upcoming festive season and the Big Billion Days, Flipkart, India's largest e-commerce marketplace, has added over 50,000 direct jobs across its supply chain, logistics arm and customer support. In addition to that, it expects to have increased the indirect jobs through the seller network by 30% as compared to last year taking it to 6.5 lakh in the run up to BBD. The annual event which begins on September 29th to October 4th this year will witness the biggest ever shopping extravaganza by millions of consumers, also helping generate lakhs of direct and indirect jobs for the festive season.

The directly employed workforce is spread across the entire supply chain, from Flipkart Wishmasters to personnel in warehouses, mother hubs, and delivery hubs. They have been trained in various aspects of supply chain including handling Hand-held devices, PoS Machines, scanners, various mobile applications and ERPs. In addition to that, they are also trained in the finer aspects of customer service, delivery and installation. For lakhs of its seller partners who also start preparing for festive demand months in advance, Flipkart also partners to provide separate training in the area of warehouse management, packaging etc.

The entire process of hiring and upskilling is being done in accordance with the government's National Skill Development Mission and will significantly spur the local employment and economy. This Big Billion Days will also witness the creation of immense opportunities for nearly 1,35,000 artisans who have come on board with Flipkart for the first time ever through its Samarth initiative, which was launched in July 2019 by Mr. Anurag Thakur, Minister of State for Finance & Corporate Affairs.

Kalyan Krishnamurthy, CEO at Flipkart Group said, *"The Big Billion Days are designed to add value to the lives of our customers, by providing them with a great selection and an optimum shopping experience during the much-awaited festival season. At Flipkart, however, our aim is to benefit the entire ecosystem with our initiatives and that is exactly what our Big Billion Days aims to do. With new employment opportunities across geographies and the prospect of scaling the sellers' businesses, we aim to stimulate local industries and foster the creation of a robust economy."*

Besides this, there are many indirect jobs created by way of third-party vendors, such as housekeeping, security, transport etc, as they scale up their operations to cater to the Big Billion Days and the festive season.



About Flipkart

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Jabong, and PhonePe.

Launched in 2007, Flipkart has enabled millions of consumers, sellers, merchants and small businesses to be a part of India's e-commerce revolution. With a registered customer base of over 160 million, offering over 150 million products across 80+ categories, Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians. Together with Myntra and Jabong, which hold prominent positions in the online fashion market, and PhonePe, India's fastest growing digital payments platform, the Flipkart Group is steering the transformation of commerce in India through technology.

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