



Flipkart Massively Expands Pick-up Capabilities and Reach In Tier II & III Cities and Towns

- *Initiative to increase access and bring online thousands of new sellers, MSMEs & artisans in run up to festive season*
 - *Flipkart adds 'seller serviceability' reach in 800 additional Indian cities and towns*
- *Thousands of sellers and MSMEs from Tier II and III towns can now register on Flipkart, and set up thriving online businesses*

Bengaluru, September 08, 2019: Flipkart, India's leading e-commerce marketplace, has massively expanded the reach of its pick-up operations in 800 additional cities and towns in the last six months – an initiative that will help bring thousands of new sellers, MSMEs, domestic manufacturers and artisans into the e-commerce fold. 'The Reach Project' by Flipkart was initiated in February to rapidly scale up pick-up capabilities and to cater to seller requests in hitherto unserviceable parts of the country.

More than 60,000 sellers from these cities and towns are set to benefit from this expansion, especially as it comes ahead of the crucial festive season. The states that will see the biggest impact from this initiative include Uttar Pradesh, Bihar, Tamil Nadu, Telangana, Jammu and Kashmir, Assam and Tripura. In total, the new PIN code additions represent an almost 40% increase in serviceable cities pan-India. Particularly in Tier III and beyond cities and towns, the Reach Project has increased operations in serviceable PIN codes by almost 50%.

Commenting on the expansion, **Kalyan Krishnamurthy, CEO, Flipkart Group**, said, *"Flipkart's initiative to increase the number of serviceable PIN codes for pick-up is a reiteration of our commitment to democratize e-commerce and spread the benefits of our platform to sellers, MSMEs and artisans outside metros. We are consistently working to empower more small-and-medium-size businesses, to bring their products to a pan-India customer base of over 150 million. This festive season is set to be the biggest ever for Flipkart and the ecosystem and we are making a concerted effort to ensure that MSMEs, sellers, rural entrepreneurs, artisans and weavers are able to participate, capitalize, grow and prosper through the opportunities afforded by e-commerce and celebrate with the country as a whole."*

As a homegrown company, Flipkart aims to offer services to the remotest corners of the country and help create sustainable means of livelihood and welfare. This project enhances the company's ability to pick up packages from far-flung seller locations, centralize them in a hub or warehouse, and deliver them to customers through last-mile services.



About Flipkart Group:

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 150 million, offering over 80 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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