



## **Flipkart partners with Spencers Retail for hyperlocal deliveries in this fight against COVID19**

- *Starts pilot in Hyderabad to make doorstep delivery of groceries and essentials*
- *Integrated technology between Flipkart and Spencers to ensure quick and safe deliveries*

**Hyderabad - April 9, 2020:** Flipkart, India's homegrown e-commerce marketplace, today announced a pilot with leading national retail chain store, Spencers to introduce hyperlocal deliveries of groceries and essentials in Hyderabad. This partnership will leverage synergies between the companies to help enable deliveries of essential products to consumers and thereby promote social distancing in the backdrop of the COVID-19 outbreak in the country.

Under this pilot, consumers will be able to order groceries and essentials starting this month, from the Spencers store on the Flipkart app. The Orders to be collected from a set of chosen sample stores across Hyderabad by Flipkart executives and delivered to the customer's doorstep in a timely and hygienic manner. This hyperlocal approach is in line with ecosystem collaborations Flipkart is making to serve consumers in the best possible way during this unprecedented crisis.

Speaking about the partnership **Kalyan Krishnamurthy, Group CEO, Flipkart**, said, "Flipkart is committed to ensuring fulfilling customers' needs amidst the lockdown to promote 'social distancing' and we are initiating various steps in this regard. We are pleased to launch this pilot with Spencers Retail to collaborate and meet the needs of consumers who are contributing to the fight against COVID-19 by staying at home. We've built a robust tech-backed platform to offer consumers real-time insights of essentials available in their area and will ensure timely doorstep deliveries."



**Devendra Chawla, MD and CEO of Spencers Retail**, said, “In such times building an ecosystem of partnerships will transition us to truly become an omni-channel business in serving consumers. In this tough environment, Spencers' partnership with Flipkart provides another platform to a larger set of consumers to seamlessly access our range of essentials who may want to use other reputed platforms/marketplaces apart from our own Spencers App to buy during the lockdown.”

### **About the Flipkart Group**

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, and PhonePe. Started 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 200 million, offering over 150 million products across 80+ categories. Our efforts to democratize e-commerce in India, driving access and affordability, delight customers, create lakhs of jobs in the ecosystem and empower generations of entrepreneurs and MSMEs has driven us to innovate on many industry firsts. 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, which holds a prominent position 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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