



Flipkart SmartBuy launches hand sanitizers and surgical masks to support country's efforts to control COVID19 outbreak

- *In line with the government directive, the sanitizers will be available at Rs.250 for a 500ml bottle and the Surgical masks (3 ply meltblown face masks) will be available at a starting price of Rs.240 for a pack of 15*
- *These medically certified products will be made available under the Health+ range of the brand*

Bangalore - April 09, 2020: Supporting the country's effort to make essential medical products available, Flipkart, India's homegrown e-commerce marketplace, today introduced medically-certified hand sanitizers and surgical masks under its private brand - Flipkart SmartBuy's Health+ range. Utilising its existing infrastructure, the company aims to provide access to these locally manufactured essentials in light of the increasing demand by consumers amidst the COVID-19 pandemic.

With safety and quality at the core of the product, Flipkart SmartBuy Health+ Hand sanitizer will be made available in line within the government pricing directive of Rs.250 for 500ml. These sanitizers adhere to FDA approved formulation with alcohol content as per the WHO recommendation. Further, Flipkart SmartBuy Surgical masks (3 ply meltblown face masks), which provide 95% filtration efficiency, will also be available in packs of 15, 20, 30 and 50 priced at Rs.240, Rs.310, Rs.400 and Rs.575 respectively.

During these unprecedented times, it is imperative for private and public entities to step up and support the nation in this fight against COVID-19. At Flipkart, we've been delivering groceries and other essentials to customers at their homes. E-commerce has been a key enabler in helping people stay home and maintain social distancing while ensuring that they get what they need. To further the ongoing efforts to meet steep demand for these products for consumers, Flipkart is proud to put into action its capabilities, scale, infrastructure & resources to make quality essential commodities available to consumers at the right price.

The Flipkart SmartBuy Health+ Hand sanitizer and Flipkart SmartBuy Surgical masks will be available on Flipkart's platform under the Personal Care category in essentials.

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.

For more details contact media@flipkart.com.