



## **Flipkart partners with Vishal Mega Mart for home delivery of essentials through a safe supply chain in 26 cities**

- *Customers can now get next day doorstep delivery of essentials from nearest Vishal Mega Mart through Flipkart in a hygienic, fast and convenient manner through a safe supply chain*
- *Started across 26 cities including Bangalore, Hyderabad, Kolkata, NCR- Delhi, Patna, Goa, Guwahati, Amritsar, Jalandhar, Jaipur, Bareilly, Varanasi, Lucknow, Kanpur, Aligarh, Dehradun, Indore, Bhopal, Gwalior, Raipur, Bilaspur and Bhubaneswar*
- *Plans to cover all 365+ Vishal Mega Mart store catchments across 240+ cities in the next four weeks*

**Bengaluru - May 19, 2020:** To facilitate the delivery of essentials at consumers' doorstep in the fastest & safest manner possible, Flipkart, India's homegrown e-commerce marketplace today announced its partnership with modern retail store chain Vishal Mega Mart.

Under this partnership, consumers across 365+ Vishal Mega Mart stores will be able to order products and get them delivered at their doorsteps by Flipkart in a fast and convenient manner. The products will be available as per the Government guidelines across all zones. Once a consumer places an order through the Flipkart app, the delivery executives or wishmasters will then collect the products from the nearest Vishal store and deliver it at the customer's doorstep safely. This will help consumers stay indoors and maintain social distancing in the backdrop of the ongoing battle against COVID-19 in the country.

As part of this partnership, a Vishal Mega Mart Essentials store has been created on Flipkart. Consumers can order a wide assortment of essential products like Atta, Rice, Oil, Pulses, Beverages, Soap, Toothpaste and other essential items from India's leading brands, as well as a healthy assortment of Vishal's brands from this store.

Commenting on the tie-up, **Kalyan Krishnamurthy, Chief Executive Officer, Flipkart Group**, said, *"Flipkart, as a committed corporate citizen, is constantly innovating to help fulfil consumers' needs in these unprecedented times. Our teams are working relentlessly to understand the requirements of each region and forging strategic tie-ups to meet the same. As part of this, our*



*ability to work with the modern retail stores across cities will give consumers access to relevant products while enabling doorstep delivery of groceries and essentials. Backed by our robust technology platform, this will help consumers to have the real-time visibility of essentials available in their area and while also helping with timely doorstep deliveries."*

*Commenting on these initiatives, **Gunender Kapur – CEO & MD at Vishal Mega Mart** said, "In these difficult times, we are ensuring that we reach our customers with essentials through all possible channels. We are excited about working with Flipkart, now our customers can visit our 365+ stores or order essentials from Vishal easily on Flipkart and have them delivered at their doorstep, in a safe and hygienic manner."*

Consumers across 26 cities including Bengaluru, Hyderabad, Kolkata, NCR -Delhi, Gurgaon, Ghaziabad, Noida, Faridabad, Patna, Goa, Guwahati, Amritsar, Jalandhar, Jaipur, Bareilly, Varanasi, Lucknow, Kanpur, Aligarh, Dehradun, Indore, Bhopal, Gwalior, Raipur, Bilaspur and Bhubaneswar will be able to order essentials from Vishal Mega Mart, which will be further scaled to 240+ cities in the next four weeks.

#### **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.

#### **About VMM**

Vishal Mega Mart is India's leading fashion-led hypermarket business with 365 plus stores across 240 plus cities operated by Airplaza Retail Holdings Private Limited. Vishal's mission is to make aspirations of all its customers affordable across apparel, general merchandise/home and food & grocery categories. Vishal's customers love its unique combination of great quality and amazing prices.

Vishal Mega Mart Essentials provides its customers, food & grocery products with a very wide assortment of all their favourite brands. It also includes Vishal's own brands like First Crop, Full Bloom, Imli Tree, Home Ninja etc. These provide exceptional quality at unbelievably low prices.

"Your Food & Grocery shopping Costs less at Vishal"

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