



Flipkart accelerates Plastic waste reduction efforts

Achieves an overall reduction of ~50% plastic in packaging across its own supply chain

Introduces complete paper-based packaging initiative in Maharashtra

Bengaluru - May 18, 2020: Flipkart, India's homegrown ecommerce marketplace, has been working across the ecosystem to evaluate and introduce sustainable packaging materials in its supply chain. As part of its efforts to move towards zero waste, the company has been able to reduce plastic packaging in its supply chain, and has cut down the usage of plastic packaging in its own supply chain to ~50%. Flipkart has now started phasing out plastic packaging from its own supply chain in Maharashtra through usage of Paper based packaging starting May 1st, 2020.

The company has been driving several initiatives as it pursues sustainable growth, which includes the introduction of eco-friendly paper shreds, replacing poly pouches with recycled paper bags, replacing bubble wraps and airbags with carton waste shredded material and 2 Ply roll to name a few.

The sustainable packaging for Flipkart's supply chain assets in the state of Maharashtra includes replacing plastic security bags with security envelopes made of paper. In addition, all fillers and wrapping films have been replaced with cushioning materials made from recycled paper.

Flipkart is actively working with all policy makers, including state governments across the country and other ecosystem stakeholders to understand how it can provide a conducive and feasible transition path to lakhs of its seller partners to gradually adopt sustainable packaging alternatives which could be affordable, scalable and widely available to them. Flipkart works with over 200,000 local sellers, mostly MSMEs across the country, many of whom also ship customer orders directly and make their own packaging decisions.

Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, said, "Flipkart is strongly committed to environmental sustainability and is working actively with various partners on long-term sustainability initiatives, helping drive ecosystem awareness. We are



pleased with the progress made in our own supply chain to introduce and explore different packaging concepts to have an impact now and in the future.”

Flipkart is committed to fostering sustainable practices across its business and value chain and has laid deep emphasis on both environmental sustainability and social responsibility. Flipkart’s broader environmental sustainability efforts include introduction of electric vehicles in its last-mile delivery network, resource efficiency and use of renewables, waste reduction and management, and ISO 14001 certification for its strategic facilities, a crucial benchmark for the preparedness to prevent environmental pollution in the workplace.

About Flipkart

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, drive 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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