



Flipkart's Big Billion Days to create 70,000 direct and lakhs of indirect jobs this festive season

- *To generate direct jobs in its supply chain with lakhs of additional indirect jobs in the entire ecosystem including seller locations, kiranas, delivery partners, security and freight partners*
- *To upskill all new employees with training on the finer nuances of e-commerce*

Bengaluru - September 15, 2020: Flipkart, India's homegrown e-commerce marketplace, will help generate over 70,000 direct and lakhs of indirect seasonal jobs as the country gears up for the upcoming festive season and Flipkart's Big Billion Days (BBD). While creating direct job opportunities across Flipkart's supply chain, that include delivery executives, pickers, packers and sorters, there will also be additional indirect jobs created at Flipkart's seller partner locations and kiranas. This will be further supplemented by job creation in ancillary industries including vendor locations, and freight partners, as the entire ecosystem scales up for the festive season. The expansion and strengthening of the supply chain will help create a robust system enabling millions of new e-commerce users to shop online seamlessly as lakhs of ecosystem players gear up for the festive season.

The complexity and scale of Big Billion Days requires investments for capacity, storage, sorting, packaging, human resources, training and delivery, which helps generate additional employment during the festive season. This year, Flipkart is employing nearly 70,000 people in its supply chain, along with generating lakhs indirect jobs at its seller and other ecosystem partners' locations. The onboarding of more than 50,000 kiranas by Flipkart for last-mile delivery will also create thousands of seasonal jobs to deliver millions of packages this festive season.

Amitesh Jha, Senior Vice-President, Ekart and Marketplace, Flipkart, said, "Flipkart understands the importance of festivities in the lives of our consumers and ecosystem partners. We are focused on creating impactful partnerships that offer great consumer experience while creating additional opportunities for progress of the entire ecosystem as it scales for the Big Billion Days (BBD). As a front runner in e-commerce, our training and investment in the workforce is widely recognised, and contributes to skill development and enhances employability. By generating employment and enabling our sellers to scale their businesses during this time, we're doing our part to drive growth in the industry and the economy."



Flipkart is undertaking training programs for its direct hires in various aspects of the supply chain through a mix of classroom and digital training, enhancing their understanding of supply chain management. These include customer service, delivery, installation and safety and sanitisation measures along with the handling of hand-held devices, PoS Machines, scanners, various mobile applications and ERPs. The training during this period will help impart future-ready skills for the participating workforce, enabling career progression in the fast-growing e-commerce industry in India.

For lakhs of seller partners, MSMEs and artisans etc., who also start preparing for the festive season months in advance, Flipkart provides separate training in the area of warehouse management, packaging and more. The entire process of hiring and upskilling is being done following the government's National Skill Development Mission and will significantly spur the local employment and economy.

Flipkart has a tech-enabled robust supply chain, delivering millions of shipments across 100% serviceable pin codes serving millions of consumers - from Nangaon in Assam and Hadaspur in Maharashtra to Kannur in Kerala. Over the years, it has created millions of local job opportunities through its supply chain along with entrepreneurial and festive job opportunities across the country with The Big Billion Days.

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 250 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 inspired us to innovate on many industry firsts. The recent launch of Flipkart Wholesale, our new digital marketplace, is a testament to our commitment to accelerate the growth of kiranas and MSMEs in India. 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, PhonePe, India's fastest growing digital payments platform, and now Flipkart Wholesale, the Flipkart Group will continue to steer the transformation of commerce in India through technology.

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