



Over 50,000 kiranas partner with Flipkart to deliver festive cheer for India

- *Kiranas from across the country to benefit from digital upskilling while also augmenting their income*
- *Number of kiranas joining the program have doubled since last year*

Bengaluru - September 9, 2020: In preparation for the festive season and the Big Billion Days, Flipkart, India's homegrown e-commerce marketplace, has significantly expanded its kirana onboarding program to make deliveries to customers in more than 850 cities. With more than 50,000 kiranas onboarded, Flipkart aims to provide a fast and personalised e-commerce experience to millions of consumers while creating opportunities for digital upskilling as well as additional income for kiranas.

To help kiranas onboard and be active participants in the festive season, Flipkart's team initiated contactless onboarding of kiranas through online application forms where kirana partners directly uploaded details along with required documentation. This enabled seamless onboarding without them having to step out during COVID19 times. Following a detailed verification check, the kirana partners were brought into the program. before they can deliver shipments. The team has also organised digital training on various tools including app-based dashboards and digital payments, helping kiranas transform their business from traditional general trade stores to modern convenience stores.

The kirana program has been further expanded to remote and far away cities across the country including places such as Tinsukia (Assam), Agartala (Tripura) and Kannur (Kerala), making e-commerce more inclusive by connecting kiranas and consumers to the country's fast growing digital commerce.

Kiranas have a high consumer satisfaction score and this program provides an opportunity to generate additional income for them while also building on consumer centric skills, resulting in a win-win situation.



Amitesh Jha, Senior Vice-President, Ekart and Marketplace, Flipkart, said, “Flipkart believes in technology-enabled inclusive growth by taking all the ecosystem stakeholders with us and our kirana partners are an integral part of this ecosystem. As one of the oldest retail formats in India, kiranas have one of the highest penetration and showcase effective management of the supply chain drivers such as facilities, inventory, information and sourcing, as well as in maintaining a long-standing relationship with consumers. Through a combination of their hyperlocal presence and innovations by Flipkart, this program has become a great enabler in strengthening the kirana ecosystem in the country. We are pleased to witness the increasing participation from kiranas across the country to reinvent themselves and align with the fast growing e-commerce industry.”

Partnering with lakhs of sellers and MSMEs, Flipkart delivers millions of shipments every day through its robust supply chain across 100% of the serviceable pincodes in India. Flipkart is expanding the physical and digital infrastructure, strengthening its supply chain capabilities while working with multiple ecosystem partners and traditional businesses. These include freelance delivery executives and kiranas, thereby complementing their incomes and bringing more convenience to e-commerce consumers. Last year, kiranas collectively delivered over 1 million shipments during Flipkart’s The Big Billion Day while offering a stellar e-commerce experience for the consumers.

The kirana program is part of Flipkart Group's efforts to drive growth for millions of kiranas across the country. This also includes Flipkart Wholesale, a digital B2B marketplace with an aim to connect local manufacturers and MSMEs with retailers and other businesses and bring a wholesale marketplace to their fingertips using technology.

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.

For more information, please contact media@flipkart.com