



Flipkart Ramps Up Its Grocery Operations; Expands Reach To 50+ Cities Across India

- *Grocery on Flipkart marketplace is now available in cities such as Kolkata, Pune, Ahmedabad, Jaipur, Chandigarh and Mysore, among others*
 - *Plans to expand to 70+ cities in the next six months*
- *Grocery expansion will boost market linkages for food processing industry, farmers*

Bengaluru - March 02, 2020: Flipkart, India's homegrown e-commerce marketplace, has expanded its grocery services to more than 50+ cities in the country through its pan India marketplace. This expansion will provide users of 7 metro cities and 40+ neighboring cities access to high-quality grocery products, the best savings and offers, quick deliveries and the most seamless grocery shopping experience.

Over the years, Flipkart has invested in the rapid expansion of its Grocery services and has managed to scale up exponentially in the past year. This expansion has brought the convenience of Flipkart's grocery service to users of metro cities such as Kolkata, Pune and Ahmedabad, with the help of Flipkart's dedicated grocery fulfillment centers. Flipkart has also expanded its services to cities beyond the metros such as Mysore, Kanpur, Warangal, Allahabad, Aligarh, Jaipur, Chandigarh, Rajkot, Vadodara, Vellore, Tirupati and Daman, among others, through a satellite-expansion marketplace model.

The pandemic has led to millions of people turning to e-commerce and embracing the convenience and ease of digital transactions. This has also led to a sharp growth in consumer demand for e-grocery, not only in metros but also from tier 2 cities and beyond.

Manish Kumar, Senior Vice President - Grocery, General Merchandise and Furniture, Flipkart, said, *"Grocery continues to be one of the fastest-growing categories, with the increase in demand for quality food and household supplies from users. In line with this, we have invested in scaling up our grocery operations across the country, strengthening ecosystem partnerships, thus ensuring a seamless grocery shopping experience through an expansive product selection, robust supply chain and smooth in-app experience for consumers. We have witnessed increased demand for groceries from tier 2 cities in the past year, fuelled by customers increasing preference for contactless shopping, from the comforts of their home. It is a trend that we think will continue and will set the course of e-grocery space in India."*

Flipkart Grocery today has 7000+ products available across 200+ categories - ranging from daily household supplies, staples - atta, dal, oil, ghee, snacks & beverages, confectionery, personal care, dairy & eggs and much more. Grocery is the next big frontier for online shopping and is a key focus area for Flipkart to bring new customers online. The company's grocery operations will also give a fillip to the local food processing industry, connecting farmers producers to lakhs of consumers through the tech enabled marketplace. Flipkart Grocery has witnessed 3X growth in the last one year. As one of India's most widely spread entities, Flipkart Group works with many farmers /Farmer Producer Organisations across the country in connecting them with an organized



agri-supply chain to improve their livelihoods. Flipkart Grocery has not only partnered with leading retailers to serve customers during the pandemic but is also working with FPOs across the country to enable formal digital access to the farmers' community.

A recent Redseer Consulting report highlights that more than 50% (close to \$570 billion) grocery retail space in India is addressable by e-grocery platforms – of this, value-first households account for a significant 61% portion, with metro and tier 1 markets covering more than 40% of this opportunity.

Flipkart's grocery offering is differentiated by on-time delivery backed by a robust supply chain, availability of a wide variety of products and a native, intuitive shopping experience. Flipkart's voice-enabled shopping for groceries, credit offerings and open box deliveries provides a seamless grocery shopping experience to millions of consumers. Flipkart has also launched 'Flipkart Quick', its hyperlocal delivery model in Bangalore that offers a 90-min delivery promise.

Flipkart recently unveiled its latest [pan-India campaign](#) for its Grocery business, curated after extensive research to understand factors that affect consumers' decisions and pain points when purchasing their daily groceries.

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, and Flipkart Wholesale. 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 300 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 have 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 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