



Flipkart partners with EDEL by Mahindra Logistics to accelerate deployment of electric vehicles (EV) in its last-mile delivery

- In line with its commitment to 100% EV adoption by 2030, Flipkart has partnered with EDEL to help in the transition
 - EDEL provides sustainable end-to-end delivery services, including EVs, trained driver-cum-delivery associates, infrastructures like charging stations, and integrated technology-based control towers
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Bengaluru / Mumbai - April 6, 2021: Flipkart, India's homegrown e-commerce marketplace, today announced that it has partnered with Mahindra Logistics Limited (MLL) as one of its key logistics partners to help fast track deployment of electric vehicles across its logistics fleet in the country. Flipkart has committed to 100% electric mobility in its logistics fleet and will deploy more than 25,000 electric vehicles (EVs) by 2030. Mahindra Logistics will play a significant role in working with various OEMs and help Flipkart's sustainable transition to EVs.

With a shared commitment and vision towards sustainable business practices, Mahindra Logistics has already launched EDEL, its own electric delivery brand in late 2020. EDEL has partnered with companies in consumer & e-commerce to provide sustainable last-mile delivery across six cities in India. MLL through EDEL will enable Flipkart in its journey towards building a green supply chain by not only deploying a large fleet of EVs but also creating a conducive environment for EV deployment and operations across the country. This includes building supporting infrastructure and technology such as charging stations and parking lots, training workforce, route planning and even battery swapping stations in the near future. Another key focus area will be technology and control tower operations to enable greater efficiency and cost competitiveness.

Flipkart has already partnered with many OEMs and introduced two and three-wheeled electric vehicles in its supply chain. The company's partnership with MLL EDEL will further propel this momentum and help in deployment at a National scale, further enhanced by infrastructure and technology support that spans charging, tracking, asset, safety, and cost. MLL will, under its electric delivery brand EDEL, be procuring different types and classes of electric vehicles from OEMs as it establishes a pan-India EV presence. EDEL already operates a large fleet of EVs, and now aims to scale up the same significantly to support Flipkart's objectives in the coming months. EDEL's robust multi-city presence across Bengaluru, Mumbai, Delhi, Pune, Kolkata, and Hyderabad, with a plan to cover the top 20 cities by year-end, will help facilitate a seamless and phased transition to EVs for Flipkart's pan-India supply chain.

Hemant Badri, SVP Supply Chain, Flipkart Group, said, "Electrification of the logistics fleet is an important part of Flipkart's larger sustainability goal and a key focus area for the company. We are happy to have Mahindra Logistics on-board as a logistics partner, who will play a major role in helping us achieve our vision of making our logistics fleet fully electric by 2030. Through collective efforts, we aim to build and support solutions that boost EV adoption across the country and gradually make a 100% transition to EVs in our logistics fleet".

Commenting on this milestone for MLL, **Mr. Rampraveen Swaminathan, CEO & MD said,** "Mahindra Logistics is deeply committed to sustainability, in line with our RISE philosophy. The EV-based last-mile delivery service EDEL is aligned to this and provides customers with a sustainable, cost-competitive and technology enabled last-mile delivery solution. Our focus is on expanding our network based on our deep partnership with large enterprise customers. We are pleased about this engagement with Flipkart and look forward to partnering with them."

Flipkart has recently announced its partnership with leading electric vehicle manufacturers, including Hero Electric, Mahindra Electric and Piaggio, to deploy EVs in its logistics fleet across the country. In line with its sustainability vision, the company has also been working closely with several ecosystem partners on many aspects of electric mobility,

including vehicle design, range, load capacity, etc., to build customised vehicles that are best suited for the e-commerce industry.

EDEL by Mahindra Logistics is a last-mile delivery cargo service on Electric Vehicles. EDEL provides multiple offerings, including package & trip-based services. These offerings provide customers with a scalable, sustainable and cost-efficient solution. With a load capacity and enhanced range that compares well with existing ICE options, EDEL gives customers in the E-commerce, FMCG, Pharmaceutical, Consumer Durables and Electronics industries a significant edge in efficient and responsible distribution and last-mile delivery solutions.

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.

About Mahindra Logistics

Mahindra Logistics Limited (MLL) is an integrated third-party logistics (3PL) service provider, specializing in supply chain management and enterprise mobility (people transport solutions). Founded more than a decade ago, MLL serves over 400+ corporate customers across various industries like Automobile, Engineering, Consumer Goods and E-commerce. The Company pursues an “asset-light” business model, providing customised and technology enabled solutions that span across the supply chain and people transport operations. MLL is part of the Mobility Services Sector of the Mahindra Group.

For more information, visit www.mahindralogistics.com

About Mahindra

The Mahindra Group is a USD 20.7 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It has a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company, by volume. It also enjoys a strong presence in agribusiness, components, commercial vehicles, consulting services, energy, industrial equipment, logistics, real estate, steel, aerospace, defence and two wheelers. Headquartered in India, Mahindra employs over 200,000 people across 100 countries.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise

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