



Flipkart opens one of its largest warehouses in West Bengal

- *2.2 lakh square feet fulfillment center in Dankuni will create close to 3,500 direct jobs*
- *Will help support the growing customer demand while supporting the seller ecosystem with additional capacity in the East Region*

Bengaluru - June 16, 2021: Flipkart, India's homegrown e-commerce marketplace, today announced the addition of a new fulfillment center in West Bengal, the second-largest in the state, as it ramps up its supply chain infrastructure in the East to cater to the growing demand for e-commerce services across the region and the country.

Spread across an area of over 2.2 lakh square feet and creating nearly 3,500 direct jobs, the new facility in Dankuni will cater to the needs of both Flipkart and Myntra customers in the region. It will also help thousands of sellers offer a wider selection and enable faster deliveries of customer orders within the region and neighbouring states while also helping create national market access.

The new fulfilment centre (FC) will augment Flipkart's capabilities to cater to more consumers, including millions of first-time e-commerce users in the East. Interestingly, over 52% of Flipkart consumers are from tier-II and beyond cities, a testament to the growing adoption of e-commerce services.

With the addition of this new facility in Dankuni, Flipkart now has more than 10 lakh square feet of warehousing space in the state alone and employs over 50,000 people across all these facilities. This is in addition to lakhs of square feet of warehousing assets from partner brands creating lakhs of direct and indirect job opportunities while also working with over 9,300 Kirana delivery partners and 10,000 sellers from the region.

Honorable Member of Parliament- Lok Sabha, Kalyan Banerjee, while applauding the launch of Flipkart's new Fulfillment center, said, "We have all benefited tremendously in the past few months with the relentless efforts of e-commerce companies. Flipkart has shown deep commitment in bringing a world-class technology-enabled supply chain to the state and complementing the government's efforts in meeting the needs of customers and safely delivering essentials. We are glad that the new fulfillment center will create more than 3,000 jobs in the state and also help MSMEs grow and expand their businesses."

Commenting on the new fulfilment centre launch, **Smt Vandana Yadav, Secretary Industry Commerce & Enterprises** said, "We are committed to the growth of the region and the businesses here by creating conducive policies and providing all possible support for their growth. Flipkart's continued investment in the state is a testament to the enabling environment the state has helped create not just job opportunities but the safe way of deliveries for the consumers. We are hopeful that it will further create many more opportunities for employment and entrepreneurship, and we value the long-standing partnership with Flipkart in helping bring the goodness to ecommerce to the state."

Commenting on the launch of the new fulfilment centre, **Hemant Badri, Senior Vice-President, Supply chain at Flipkart**, said, "We are strengthening our supply chain presence in West



Bengal and this expansion will help support small and medium businesses from the state while creating thousands of employment opportunities. E-commerce has helped serve citizens with a safe and sanitised supply chain and we will continue to serve the ecosystem including lakhs of sellers, MSMEs, Kirana partners, millions of consumers and thousands of brands that we work with.”

Flipkart’s investment in West Bengal:

- Flipkart has 7 Fulfilment Centres in West Bengal, with a total area spread across 10L sq. ft. and 152 delivery hubs
- The Flipkart group has created close to 50,000 jobs in the state
- The state has the 10th largest seller base with 10,000 sellers
- Flipkart has a partnership with Biswa Bangla, a Government entity from West Bengal to showcase the traditional Bengali handicrafts, fabrics and artifacts on Flipkart Samarth

Over the past few years, the East region has emerged as one of the fastest-growing regions for e-commerce across the country, with lakhs of new customers, sellers and kirana partners taking to e-commerce to meet their requirements while making use of the entrepreneurship opportunities it offers. Flipkart has been at the forefront of driving this change and bringing prosperity to the region. In addition, Flipkart is making e-commerce more inclusive for customers from the East, as the Flipkart app has a language interface in 10 languages, including Hindi, Bengali and Assamese.

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale and Cleartrip. 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 more than 350 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, Flipkart Wholesale and Cleartrip, the Flipkart Group will continue to steer the transformation of commerce in India through technology.

For more information, please contact media@flipkart.com