



Flipkart Quick hyperlocal expands ahead of Festive season, offering safe doorstep delivery in 10 cities

- *Flipkart Quick now expands to serve customers across Kolkata, Chennai, and Mumbai*
- *By the end of September 2021, Flipkart Quick will also service consumers in Ahmedabad, Chandigarh, Mohali and Panchkula, taking the total city count to 14 cities*
- *Flipkart Quick aims to offer consumers quick and convenient delivery across over 200 cities by 2022*
- *Fresh produce sourcing in partnership with Ninjacart has helped boost farmer livelihoods and the local food processing industry through enhanced market linkages*

Bengaluru - September 09, 2021: Flipkart, India's homegrown e-commerce marketplace, has expanded its hyperlocal service *Flipkart Quick* to three new metros - Kolkata, Chennai and Mumbai - to provide consumers safe and seamless access to order daily essentials through quick doorstep delivery. Flipkart Quick will be available across ten cities, including Bengaluru, Delhi, Gurgaon, Ghaziabad, Hyderabad, Noida, and Pune.

Flipkart plans to introduce this hyperlocal service to other cities in a phased manner this year and aims to be present in over 200 cities by the end of 2022.

Sandeep Karwa, Vice-President - Flipkart Quick, Flipkart, said, *"As a homegrown company, we understand the pain points of Indian consumers and are working towards solving not just faster deliveries but also to enable them with access to great quality products at the most affordable prices. We have made strategic investments and partnerships to expand the value of Flipkart Quick in multiple micro-markets across the country. With a successful stint of our hyperlocal service last year, we are now ready to introduce Flipkart Quick in 10 cities ahead of the festive season, for consumers to not just avail fresh fruits and vegetables, snacks, and beverages but also household essentials and baby care products - all under 90 mins."*

Flipkart Quick also leverages the company's investment in Ninjacart and strategic partnerships with other local vendors to build an end-to-end ecosystem that enables customers to get the fruits and vegetables at a great value. Building a resilient and inclusive agri supply chain is a key pillar of Flipkart's growth agenda, and the company's fresh produce sourcing also boosts the local food processing industry and farmers' income through enhanced market linkages.

By the end of September 2021, Flipkart Quick will also service consumers in Ahmedabad, Chandigarh, Mohali and Panchkula, taking the total city count to 14 cities. Flipkart Quick was launched in Bengaluru in 2020 to widen the accessibility of products and enable quick delivery for consumers who order products from Flipkart hubs in their location. The hyperlocal delivery service offers an assortment of more than 2,500 products in categories such as fresh fruits and vegetables, dairy, grocery, mobiles, electronics, and baby care.

Flipkart Quick enables consumers to order online and get delivery within the next 90 minutes or even book a two-hour slot, based on their convenience. Customers get free delivery on their first



order and if their subsequent order size is more than Rs 199. Consumers will also have the choice to place orders at any time of the day and get them delivered between 6 a.m. and midnight.



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. The Group is also a majority shareholder in PhonePe, one of the leading Payments Apps in India.

Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 350 million, offering over 150 million products across 80+ categories. Our efforts to democratize 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. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations have made online shopping more accessible and affordable for millions of Indians. Together with its group companies, Flipkart is committed to transforming commerce in India through technology.

For more information, please contact media@flipkart.com