



Flipkart strengthens its Supply Chain infrastructure in Haryana with the introduction of 4 new fulfilment and sortation centres

- *The new facilities will help create additional 12,000 direct and indirect job opportunities in the state ahead of the upcoming festive season*
- *Fresh investment will help support more than 13,000 sellers from the state fulfill the growing customer demand while strengthening local economy*

Gurgaon - September 9th, 2021: Flipkart, India's homegrown e-commerce marketplace platform, today announced the expansion of its supply chain network in Haryana with the addition of four new facilities to support thousands of sellers from the state ahead of the upcoming festive season. The expansion of the supply chain in Haryana will further help in serving millions of customers from Haryana and nearby regions with quality products, helping contribute to the economic growth. These new fulfilment centres will help create deeper capabilities to support thousands of sellers, MSMEs, Kiranas and small farmers from the state to cater to the growing customer demand, create more employment opportunities while enabling faster deliveries for consumers.

The new facilities will serve sellers of large appliances, furniture, mobiles, apparel and electronics and are located in Sankpa, Yakubpur, Kulana, and Rewari with a total area of more than 12 lakh square feet and a storage capacity of over 30 lakh cubic feet. More than 13,000 sellers from the state will get augmented support to reach lakhs of new customers nationally and create additional 12,000 direct and indirect jobs in the state, thereby strengthening the state economy.

With the region witnessing robust demand for e-commerce services, the addition of new facilities will also augment Flipkart's capabilities to bring the goodness of e-commerce to thousands of sellers from the state and to millions of first-time e-commerce customers across the country.

Sh. Vikas Gupta Director General Micro, Small and Medium Enterprises, Government of Haryana, while appreciating Flipkart's investment and efforts in the state said, "Haryana has been at the forefront of promoting the digital way of commerce and has introduced numerous initiatives including a single-window system to provide for speedy implementation of industrial and other projects. Digital commerce is providing new avenues and opportunities for lakhs of MSMEs, which forms a base of India's economic growth in a big way. I am confident that Flipkart's continued investment in Haryana will further help thousands of small and medium enterprises from the state to expand their economic activity while also helping create thousands of additional jobs in the state."

Haryana is an attractive investment destination in the country and Flipkart is committed to creating opportunities for sellers, MSMEs and artisans from the state while providing a seamless e-commerce experience to millions of customers from the state. With this expansion in the state, Flipkart now has a total of 17 Fulfilment centres (FCs) in regions such as across Binola, Bilaspur, Luhari, Ballabgarh and Farrukhnagar and spread across an area of 44 lakh square feet creating around 22,000 thousand direct and indirect job opportunities and new economic opportunities for growth.



Commenting on the addition of new facilities in the state, **Rajneesh Kumar, Chief Corporate Affairs Officer at Flipkart**, said, “As a homegrown e-commerce marketplace platform, we are proud to be at the forefront of creating value for all our stakeholders including sellers, Kiranas, customers, partners and communities. Haryana has one of our deepest investments with specialised facilities for large appliances, non-large (including mobiles, apparel), grocery and furniture and has played a pivotal role in connecting thousands of sellers from the state to a national market. The recent investments will create immense opportunities for the economic development of the state and its citizens, will create thousands of new livelihood opportunities, boost local entrepreneurship and will play a pivotal role in providing a superior e-commerce experience to customers. We are happy to extend our long-standing relationship with the state of Haryana as we continue democratizing commerce backed by technology”

Over the past few years, Haryana has emerged as a strong market for e-commerce 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.

Earlier this month, Walmart and Flipkart signed a memorandum of understanding (MoU) with the Directorate of Micro, Small and Medium Enterprises (MSME), Government of Haryana, to support MSMEs to grow their domestic and global markets through the Walmart Vriddhi Supplier Development Program (Walmart Vriddhi).

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