



## **Flipkart brings safe, seamless grocery shopping to Pune with doorstep delivery**

- *Dedicated grocery fulfilment centre in Pune will boost local employment and help local sellers reach wider markets in addition to enhanced market linkages for local farmers*
- *Consumers in Pune and Aurangabad will get access to high-quality daily grocery essentials at great prices through safe doorstep delivery*
- *Over 7000 products - ranging from daily household supplies, staples, snacks & beverages, confectionery, personal care, and much more, available on the marketplace*

**Pune - April 16, 2021:** India's homegrown Flipkart group has launched grocery services in Pune which will now provide customers in the city access to high-quality daily essentials at attractive prices, while ensuring their safety through doorstep delivery.

Flipkart Grocery offers over 7000 products across 200+ categories - ranging from daily household supplies, staples, snacks & beverages, confectionery, personal care, and much more. Flipkart's grocery offering is backed by an intuitive user experience through voice-enabled shopping for groceries, credit offerings and open box deliveries.

With the help of Flipkart's newly launched and dedicated grocery fulfilment centre in Pune, the marketplace will bring the ease of online grocery shopping to users in Pune as well as the neighbouring city of Aurangabad through a satellite-expansion marketplace model which will service 60+ pin codes in the regions.

The Pune grocery fulfilment centre is spread across an area of nearly 72,000 square feet and can manage over 6,000 orders a day. The facility has also created over a thousand direct and indirect job opportunities, leading to a boost in local employment and economy.

**Smrithi Ravichandran, Vice President - Grocery, Flipkart,** said, *"We are very excited to bring grocery service to Pune and Aurangabad. Grocery continues to be one of the fastest-growing categories for us, with the increase in demand for quality food and household supplies. We have also 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 also witnessed increased demand for groceries from tier 2 cities in the past year, fuelled by an increasing preference from customers for contactless shopping from the safety and comfort of their homes."*

E-commerce has emerged as a safe means of purchase and the launch of grocery on the marketplace will augment Flipkart's capabilities to cater to the e-grocery needs of consumers across Pune and Aurangabad, including first-time e-commerce users.

Throughout the pandemic, the Flipkart Group's efforts have been to prioritise the safety of supply chain and delivery executives and customers. By delivering to customers across the country, thousands of delivery heroes have been able to keep customers safe by reducing the need for them to step out of their homes to buy products. At the same time, Flipkart has been able to help lakhs of sellers/MSMEs keep their businesses operational by offering a lively marketplace for them to sell their products, in the process creating lakhs of much-needed jobs. With the rising number of cases lately, Flipkart continues to follow the highest safety and SOPs that are developed and institutionalised over the last several months.



## 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.

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