



Flipkart brings safe, seamless grocery shopping to Ahmedabad with doorstep delivery

- *Consumers in Ahmedabad, Surat, Rajkot, Vadodara and Bharuch will get access to high-quality daily grocery essentials through safe doorstep delivery*
- *Over 7,000 products - ranging from daily household supplies, staples, snacks & beverages, confectionery, and much more, will be available on the marketplace*
- *Dedicated grocery fulfilment centre in Ahmedabad has created over 750 jobs and helped local sellers reach wider markets in addition to enhanced market linkages for local farmers*

Ahmedabad - May 26, 2021: Flipkart, India's homegrown e-commerce marketplace, has launched grocery services in Ahmedabad, which will now provide customers in the city and neighbouring towns access to high-quality daily essentials at attractive prices while ensuring their safety through doorstep delivery.

Flipkart Grocery offers over 7,000 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 Ahmedabad, the marketplace will bring the ease of online grocery shopping to users in Ahmedabad as well as the neighbouring cities of Surat, Rajkot, Vadodara and Bharuch through a satellite-expansion marketplace model which will service 100+ pin codes in these regions.

The Ahmedabad grocery fulfilment centre is spread across an area of nearly 66,000 square feet. The facility has also created over 750 direct and indirect job opportunities, leading to a boost in local employment and economy. Sustained growth in Flipkart's grocery business also boosts the local food processing industry, resulting in massive support to Indian agriculture and small & medium farmers.

Smrithi Ravichandran, Vice President - Grocery, Flipkart, said, *"Customer safety is at the centre of the Flipkart group's efforts, and in line with this, we have launched our grocery service in Ahmedabad and nearby satellite towns. Flipkart has leveraged its partnership on-ground and is working with its sellers, MSMEs and brand partners to ensure timely availability of essential products for consumers. We have also enabled contactless payments so that consumers can purchase their daily essential needs in the safety of their homes."*

At Flipkart, the safety of customers and employees is its utmost priority while meeting customers' requirements by delivering at their doorstep through a safe and sanitised supply chain. 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 jobs. Flipkart continues to follow the highest safety and SOPs 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.

For more information, please contact media@flipkart.com