



## **Flipkart launches Fulfillment Center in Patna to bring safe, seamless grocery shopping with doorstep delivery**

- *Flipkart's Grocery Fulfillment Centre in Patna is spread across approx 53,000 square feet and has created over 700 direct and indirect jobs*
- *Consumers in Patna and neighboring cities such as Gaya, Chhapra, Muzaffarpur, Darbhanga and Samastipur will get access to high-quality daily grocery essentials through safe doorstep delivery*

**Patna - June 01, 2021:** Flipkart, India's homegrown e-commerce marketplace, has launched grocery services in Patna, which will now provide customers in the city and neighboring cities 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 fulfillment center in Patna, the marketplace will bring the ease of online grocery shopping to users in Patna as well as those in neighboring cities of Gaya, Chhapra, Muzaffarpur, Darbhanga and Samastipur through a satellite expansion marketplace model.

The Patna grocery fulfillment center is spread across an area of nearly 53,000 square feet. The facility has also created over 700 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 center of the Flipkart group's efforts, and in line with this, we have launched grocery service in Patna and neighboring towns. Flipkart has leveraged its partnerships on-ground and is working with its marketplace 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."*

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 robust 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 institutionalized 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](mailto:media@flipkart.com)**

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