



Flipkart expands safe, seamless grocery shopping in Tamil Nadu and Kerala with doorstep delivery

- *Consumers in Coimbatore and neighbouring cities of Madurai, Trichy, Erode, Ernakulam will get access to high-quality daily grocery essentials through safe doorstep delivery*
- *Dedicated grocery fulfilment centre in Coimbatore has created over 1,100 jobs and helped local sellers reach wider markets in addition to enhanced market linkages for local farmers*
- *Over 7,000 products - ranging from daily household supplies, staples, snacks & beverages, confectionery, and much more, available on the marketplace*

Coimbatore – August 13, 2021: Flipkart, India's homegrown e-commerce marketplace, today announced the expansion of grocery services in Tamil Nadu and Kerala, which will now provide new customers in the state 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 Coimbatore, the marketplace will offer online grocery shopping to users in Coimbatore and those in neighbouring cities of Madurai, Trichy, Ernakulam, Tirupur, Erode, Thrissur, Palakkad and Malappuram. Through a regional expansion focused marketplace model, this new fulfilment centre will serve more than 150 pin codes in the regions.

The Coimbatore grocery fulfilment centre is spread across nearly 1.25 lakh square feet and will create more than 1,100 direct and indirect job opportunities, leading to a boost in local employment and economy. Sustained growth in Flipkart's grocery business also provides an impetus to the local food processing industry, supporting Indian agriculture and small and medium farmers.

N Muruganandam, IAS, Principal Secretary, Industries Department, Tamil Nadu, said, *"The government is committed to promoting investments in logistics and warehousing. The grocery fulfilment centre will enable local merchants to use this infrastructure and widen their market access."*

Pooja Kulkarni, IAS, MD and CEO, Guidance Tamil Nadu, said, *"The grocery fulfilment centre will aid the economic growth of the local ecosystem. Tamil Nadu, being the most urbanised state, will also give greater impetus to Flipkart's e-commerce business."*

Smrithi Ravichandran, Vice President - Grocery, Flipkart, said, *"Over the last one year, consumers across the country have warmed up to e-grocery, and Flipkart has sharpened its focus on scaling up this category with sellers, brands and farmers. Grocery is a regionally indexed category, and our focus has been to build local sourcing capabilities to better serve local consumer needs with the finest regional selection in addition to bringing the best quality national brands to the consumer's doorstep."*



Flipkart's top priority is the safety of customers and employees, and the marketplace has been able to help lakhs of sellers/MSMEs keep their businesses operational by offering a lively marketplace for them to sell their products, creating lakhs of jobs. Flipkart continues to follow the highest safety protocol across its supply chain network.

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.

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