



Flipkart achieves milestone of 100% single-use plastic elimination packaging throughout its own supply chain

- ***Delivers on its commitment to remove single-use plastic in packaging in its own supply chain by 2021***
- ***Continues to work with its seller ecosystem to achieve complete single-use plastic-free packaging in seller ecosystem***

Bengaluru – July 07, 2021: Flipkart, India's homegrown e-commerce marketplace, has eliminated all single-use plastic packaging used across its fulfillment centres in India, delivering on its public commitment to move to plastic-free packaging in its own supply chain by 2021.

This has been achieved across more than 70 facilities of Flipkart spread all over India, where Flipkart has eliminated single-use plastic packaging by introducing the most scalable sustainable alternatives such as eco-friendly paper shreds, replacing poly pouches with recycled paper bags, replacing bubble wraps with carton waste shredded material and 2 Ply roll to name a few. Throughout this process, Flipkart has also ensured that it is fully compliant with all EPR regulations and through its network of recyclers, the equivalent quantity of single-use plastic going to consumers is fully recycled.

Having achieved this milestone, Flipkart is now actively working with its seller partners who fulfil customer orders directly from their locations to educate them and enable them to move towards alternative materials. Furthermore, Flipkart is actively working with the ecosystem to understand how it can best implement other initiatives to create a more circular economy for plastics so that the entire ecosystem can move towards a more sustainable future. Through proactive interventions and guidance, Flipkart has already achieved a 27% reduction in the use of single-use plastic packaging in its seller fulfillments.

Hemant Badri, Senior Vice-President and Head of Supply Chain at Flipkart, said, *“At Flipkart, we place great emphasis on sustainable and responsible business practices. Moving towards 100% single-use plastic elimination is one of the significant steps we have taken towards fulfilling our commitment to creating a sustainable ecosystem. We achieved this while navigating a tough year impacted by Covid and are proud that our teams kept the priorities in line. We are now focused on enabling our seller ecosystem to adopt sustainable packaging alternatives as well, and to create positive environmental and social impact across the entire supply chain”*.

Some of the other key initiatives by Flipkart include **‘E-commerce ready packaging’**, where Flipkart has been able to ship close to 15% of products without adding a secondary layer of packaging. Flipkart's ambition is to reduce the need for an outer layer by working with brands across apparel, electronics and home furnishings to ship their products in the original



manufacturer/brand packaging. Flipkart also is working towards making sure that the packaging used does not cause any deforestation by scaling packaging from recycled and alternative materials.

Some of the other efforts that Flipkart is working on include:

- Responsible forestry and sourcing
- Plastic free returns in the supply chain
- Plastic-free returns for sellers

Through these efforts, Flipkart continues on the sustainability journey and further strengthens its commitment to sustainable solutions for packaging and realize its vision of holistic, sustainable growth. In order to transition towards a low carbon economy, Flipkart has also committed to a 100% transition to electric vehicles in its city logistics network by 2030. Flipkart is focusing on resource efficiency in its operations by increasing the use of renewable energy and executing projects to improve water management, waste management and overall energy productivity across its strategic facilities including fulfilment centres and data centres. The majority of Flipkart's facilities are now ISO 14001 certified, and many of the company's large warehouse projects are being developed in line with IGBC's Green Building Guidelines.

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. 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 more than 350 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, Flipkart Wholesale and Cleartrip, the Flipkart Group will continue to steer the transformation of commerce in India through technology.

For more information, please write to media@flipkart.com