



## Flipkart opens its first grocery fulfilment centre in Coimbatore

- *Spread across 1.2 lakh square feet, the all women-run fulfillment center will employ over 1,200 people in its full capacity*
- *Will help support the growing customer demand for groceries in the city while supporting the seller ecosystem with additional capacity in the South Region*

**Coimbatore - June 30, 2021:** Flipkart, India's homegrown e-commerce marketplace, today announced the launch of its grocery services in Coimbatore with the opening of its first fulfillment center in the region to meet the growing demand for groceries online. The opening of this facility also bolsters Flipkart's supply chain in the South and will create thousands of direct and indirect employment and entrepreneurship opportunities.

Spread across an area of over 1.2 lakh square feet, the newly built facility will generate direct employment for nearly 1,200 people while encouraging local entrepreneurship. In the initial stages, only a part of the facility will be utilised for which over 500 people will be hired. It will be the only facility for Flipkart which will be almost entirely run by women constituting 90% of the overall workforce. To enable more women to join the workforce, Flipkart under its initiative Vividhta, provides workplace policies that support women and their career progression. Flipkart has set up a creche facility at the centre and will offer transportation and meals to all its employees to enable them to work effectively.

The new fulfilment centre (FC) will further augment Flipkart's capabilities to cater to more consumers, including millions of first-time e-commerce consumers from the South region. Flipkart has also introduced multiple language access for consumers, to provide a native language experience. Interestingly, over 52% of Flipkart consumers are from tier-II and beyond cities, a testament to the growing adoption of e-commerce services.

This will be Flipkart's second grocery facility in Tamil Nadu after Chennai and ninth in the South. This sustained growth in Flipkart's grocery business is also giving a boost to the local food processing industry, supporting Indian agriculture and small and medium farmers.

**Neeraj Mittal, Principal Secretary, IT, Government of Tamil Nadu** said, "Flipkart's newly opened facility in Coimbatore will drive economic growth for the local ecosystem while digitally upskilling the employees. The IT department will continue to provide support to emerging IT based businesses and create conducive policies for their growth."

Flipkart is a people-centric organisation looking to increase diversity across its supply chain to make it more inclusive. Several of its large warehouses across the country have their end-to-end operations for a particular shift entirely run by women. Its sortation centre in Chennai, in particular, proudly runs its Vividhata hubs where groups of women take care of millions of shipments, contributing to a seamless e-commerce experience for customers.

Commenting on the launch of the new fulfilment centre, **Rajneesh Kumar, Senior Vice-President and Chief Corporate Affairs Officer, Flipkart**, said, "Grocery is among the fastest-growing categories within e-commerce and as the country's homegrown e-commerce marketplace, we are at the forefront of meeting customers' essential requirements at their doorsteps in a safe and hygienic manner. Coimbatore, while being an economic centre also



offers a strategic location to serve nearby regions efficiently and the opening of our first grocery warehouse in the city serves as a testament to that. It has also been possible with the constant support of the state government and its conducive policies which will help generate more job opportunities while ensuring safe delivery of essentials for consumers. This will also significantly boost sourcing opportunities for small & medium farmers in the State in addition to supporting the food processing sector.”

**Smrithi Ravichandran, Vice President - Grocery, Flipkart**, said, “Customer consumption patterns have greatly evolved over the years with the pandemic accelerating this shift towards organised channels of sourcing essentials, especially e-commerce. As a homegrown e-commerce marketplace, Flipkart has played a pivotal role in bringing the convenience of online commerce to the doorstep of customers across the country with tier-2 towns taking the lead. We are elated to launch our grocery services in Coimbatore in the next few weeks with the opening of our first fulfilment centre which will cater to the essential needs of customers from the region in a safe and hygienic manner. Flipkart has leveraged its partnership on-ground and is working with its marketplace sellers, MSMEs and brand partners, to ensure timely availability of essential products for consumers.”

#### **Flipkart’s investment in Tamil Nadu:**

- Flipkart has 8 Fulfilment Centres in Tamil Nadu, with a total area spread across 1.5 million square feet. and nearly 150 delivery hubs
- The Flipkart group has created over 52,000 direct employment in the state
- Flipkart also has its state-of-the-art data center in Chennai to support its robust e-commerce operations

Over the past few years, the South region has emerged as one of the fastest-growing regions for e-commerce across the country, with lakhs of new customers, sellers and kirana partners taking to e-commerce to meet their requirements while making use of the entrepreneurship opportunities it offers. Flipkart has been at the forefront of driving this change and bringing prosperity to the region. In addition, Flipkart is making e-commerce more inclusive for customers, with the Flipkart app now available in as many as 11 Indian languages, including Tamil, Telugu, Kannada and Malayalam.

#### **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.

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