



## Flipkart to strengthen grocery infrastructure to cater to customer safety and demand across India

- *Grocery fulfilment centre capacity ramped up over last month across Lucknow, Pune, Ahmedabad, Delhi, Bangalore, Chennai, Mumbai, Hyderabad, Kolkata and Patna*
- *Plans to further expand fulfilment centre capacity for grocery by over 8 lakh square feet this quarter across Delhi, Kolkata, Chennai, Coimbatore and Hyderabad*
- *Additional fulfilment centre capacity will help Flipkart cater to over 73,000 grocery orders per day*

**Bengaluru - May 11, 2021:** Flipkart, India's homegrown e-commerce marketplace, today announced the strengthening of its grocery supply chain infrastructure across the country. Through this effort, the company will strengthen its capabilities to provide its customers safe and seamless access to order daily essentials through quick and contactless doorstep delivery.

Towards this effort, Flipkart plans to step up supply chain infrastructure for its grocery business and add over 8 lakh square feet of space through 5 new fulfilment centres over the next three months. With this additional infrastructure, the marketplace will bring the ease of online grocery shopping to more users across the country.

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 current grocery fulfilment centre network spread across Delhi, Mumbai, Bangalore, Chennai and Hyderabad, among other cities, Flipkart serves close to 64,000 orders a day. This has also created thousands of direct and indirect job opportunities, leading to a boost in employment and the economy. Sustained growth in Flipkart's grocery business is giving a boost to the local food processing industry, resulting in the massive support to the Indian agriculture and small & medium farmers.

**Smrithi Ravichandran, Vice President - Grocery, Flipkart,** said, *"During these challenging times, e-commerce has emerged as a safe means of making purchases. Customer safety is at the centre of the Flipkart group's efforts and our new grocery supply chain infrastructure will help us serve more customers in the country who can order daily essentials seamlessly and avail of contactless delivery. We are also continuously engaging with brand and marketplace partners to ensure stock availability across the country."*

Last month, Flipkart also expanded its hyperlocal service *Flipkart Quick* to six new cities - Delhi, Gurgaon, Ghaziabad, Noida, Hyderabad and Pune - to provide consumers access to order daily essentials such as fruits and vegetables and get delivery within 90 minutes. Building a resilient and inclusive agri-supply chain is a key pillar of Flipkart's growth agenda, and the company's fresh produce sourcing boosts farmer livelihoods and the local food processing industry through enhanced market linkages. 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 democratise 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.

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