



## Flipkart brings safe, seamless grocery shopping to Kolkata with doorstep delivery

- *Consumers in Kolkata and neighbouring towns of Kharagpur, Bardhaman and Medinipur will get access to high-quality daily grocery essentials through safe doorstep delivery*
- *Over 7,000 products - ranging from daily household supplies, staples, snacks & beverages, confectionery, and much more, available on the marketplace*
- *Dedicated grocery fulfilment centre in Kolkata has created over 900 jobs and helped local sellers reach wider markets in addition to enhanced market linkages for local farmers*

**Kolkata - June 21, 2021:** Flipkart, India's homegrown e-commerce marketplace, has launched grocery services in Kolkata, which will now provide customers in the city and neighbouring towns 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 Kolkata, the marketplace will bring the ease of online grocery shopping to users in Kolkata as well as those in neighbouring cities of Kharagpur, Bardhaman and Medinipur through a satellite-expansion marketplace model which will service 170+ pin codes in the regions.

The Kolkata grocery fulfilment centre is spread across an area of nearly 75,000 square feet. The facility has also created over 900 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 for Indian agriculture and small & medium farmers.

**Sobhandeb Chattopadhyay, Hon'ble Minister of Agriculture, West Bengal,** said, *"I am glad to know that Flipkart is venturing into setting up its Grocery unit at Dankuni for consumers in Kolkata and peripheral areas. It will also be of much benefit to the growers and producers of the goods. I hope the unit will cater to the need of supplying essential items maintaining the quality as per norms of respective authorities. I wish all the success to the upcoming unit."*

**Smrithi Ravichandran, Vice President - Grocery, Flipkart,** said, *"Customer safety is at the centre of the Flipkart group's efforts and in line with this, we have launched grocery service in Kolkata and nearby neighbouring towns. 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. We have also enabled contactless payments so that consumers can purchase their daily essential needs in the safety of their homes."*

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, creating lakhs of jobs. Flipkart continues to follow the highest safety and SOPs developed and institutionalised over the last several months.

### **About Flipkart**

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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