



Flipkart Quick hyperlocal service expands in 6 new cities with safe doorstep delivery

- *Flipkart Quick will now also service customers in Delhi, Gurgaon, Ghaziabad, Noida, Hyderabad and Pune*
- *Customers can order COVID-19 essentials, fresh fruits and vegetables, dairy, meat, grocery, mobiles, electronics, and baby care products, delivered safely and quickly at their doorstep*
- *Flipkart Quick aims to expand to other metros such as Kolkata and Mumbai and across other cities in a phased manner*

Bengaluru - April 20: Flipkart, India's homegrown e-commerce marketplace, has expanded its hyperlocal service *Flipkart Quick* to six new cities - Delhi, Gurgaon, Ghaziabad, Noida, Hyderabad and Pune - with an aim to provide consumers safe and seamless access to order daily essentials through quick doorstep delivery.

Flipkart plans to introduce this hyperlocal service to other metros and cities in a phased manner this year.

Flipkart Quick was launched in Bangalore in 2020 to widen the accessibility of products and enable quick delivery for consumers who order products from Flipkart hubs in their location. The hyperlocal delivery service offers an assortment of more than 3,000 products in categories such as fresh fruits and vegetables, dairy, meat, grocery, mobiles, electronics and baby care.

Flipkart Quick leverages the company's investment in Ninjacart and strategic partnerships with other local vendors to build an end-to-end ecosystem that enables customers to get the best quality fruits and vegetables at a great value. Shadowfax, Flipkart's strategic logistics partner, will play an important role in enabling last-mile deliveries for Flipkart Quick.

Sandeep Karwa, Vice-President, Flipkart, said, *"Hyperlocal capabilities are invaluable in enhancing the online shopping experience for consumers and boosting supply chain operations for e-commerce companies. It is important to explore ecosystem partnerships to strengthen such capabilities and accelerate faster, reliable deliveries to customers. Flipkart is a customer-centric organisation, and we remain committed to creating solutions that will not only deliver greater value to our customers but also boost local farmers and suppliers apart from providing a fillip to entrepreneurship."*

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. This season, Flipkart Quick was one of the first to launch Ratnagiri Alphonso mangoes on its platform in Bangalore, and now customers across these six cities too will be able to order it and enjoy this local delicacy.

Flipkart Quick enables consumers to order online and get delivery within the next 90 minutes or even book a two-hour slot, based on their convenience. Customers get free delivery on their first order, and if their subsequent order size is more than Rs 499. Consumers will also have the choice to place orders at any time of the day and get them delivered between 6 a.m. and midnight*.

Throughout the pandemic, the Flipkart Group's efforts have been to prioritise the safety of supply chain and delivery executives and customers. 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 much-needed jobs.

With the rising number of cases lately, Flipkart continues to follow the highest safety and SOPs developed and institutionalised over the last several months.

*Please check local restrictions on night curfew before placing orders in those time slots.

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.

For more information, please contact media@flipkart.com.