



Flipkart's Shopsy sets target to become the largest grocery retailer, launches grocery in 700 cities

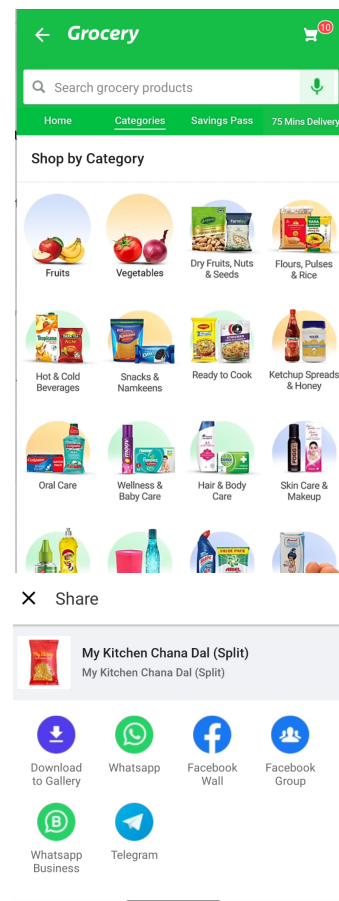
- Shopsy to leverage Flipkart's grocery supply chain infrastructure and tech capabilities to provide consumers access to an expansive range of products to over 5,800 pincodes
- Platform will focus on community buying model and offer users a flat 5% commission margin

Bengaluru - December 14, 2021: Flipkart's social commerce offering Shopsy, today announced that it has started offering grocery as a category on its platform. Leveraging the Flipkart Group's supply chain infrastructure and tech capabilities, Grocery on Shopsy will cater to consumers across 700 cities, spanning over 5,800 pincodes. Grocery on Shopsy will host over 6,000 products across 230 categories - ranging from staples, FMCG, and other dry groceries; matching the selection and range available on Flipkart Grocery.

Prakash Sikaria, Senior Vice President - Growth, Flipkart, said, "Over the last six months Shopsy has become one of the top social commerce platforms in the country. Grocery is a key consumer need and we are committed to making e-grocery affordable for consumers and sellers alike. We have been working on reducing the cost of delivering groceries over the last few months. We are happy to announce that we have achieved best in class cost structure which makes us confident of scaling grocery on Shopsy. Our core focus will be to bring benefits of community commerce to Indian consumers. We believe this model can solve challenges such as small ticket buying, assisted buying, instant delivery etc. leveraging resellers who act as a conduit between us and end-users."

With grocery on Shopsy, users can now shop for value groceries by adding and checking out products in their cart or by combining orders for multiple individuals in their network. Users can avail of a flat 5% commission margin that will directly be credited to the linked bank account as well as enjoy up to 50% savings.

In order to bring the safest and high-quality grocery products to its pan-India consumers, Shopsy further ensures stringent quality control across its fulfilment centres and Grocery supply chain. Flipkart's Grocery fulfilment centers including centres in Ahmedabad, Bengaluru, Chennai, Coimbatore, Delhi, Hyderabad, Kolkata, Lucknow, Mumbai, Patna and Pune that will be leveraged by Shopsy, have fully digitized processes and product quality checks. These centres have implemented effective quality management systems to ensure the products are traceable from raw materials until they reach the consumer, without losing their freshness.





Shopsy was launched by Flipkart in July 2021 with the aim to make digital commerce accessible across India through a zero-commission marketplace. Shopsy has helped local & small businesses and women entrepreneurs adopt social commerce by simply reaching out to their trusted network of people on common social media apps. Shopsy has over 2.5 lakh sellers on the platform who provide 150 million products across 250+ categories and is on track to enable over 25 million online entrepreneurs by 2023.

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Flipkart Health+ and Cleartrip. The Group is also a majority shareholder in PhonePe, one of the leading Payments Apps in India.

Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 400 million, offering over 150 million products across 80+ categories. Our efforts to democratize 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. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations have made online shopping more accessible and affordable for millions of Indians. Together with its group companies, Flipkart is committed to transforming commerce in India through technology.

For more information, please contact media@flipkart.com