



## **Flipkart Grocery expands its service to 1,800 cities across India**

- *To now service consumers across the length and breadth of India including Tier 2 and 3+ cities such as Ajmer, Amritsar, Bhuj, Bokaro, Daman & Diu, Dehradun and Kanyakumari among others*
- *Flipkart Grocery now services 10,000 pin codes across 23 states, offering greater value to customers and opportunities for farmers*

**Bengaluru - January 24, 2022:** Flipkart, India's homegrown e-commerce marketplace, has massively ramped up its Grocery operations to now service consumers in 1800 cities, including Ajmer, Amritsar, Bhuj, Bokaro, Daman & Diu, Dehradun and Kanyakumari, among others. With this expansion, Flipkart is now present in 23 states across the country taking its reach to 10,000 pin codes.

Consumers will now have an option to purchase high-quality value-driven grocery products with a selection of more than 6000+ in a safe and seamless manner. At the same time, the expansion will help support local farmers as they leverage the platform to become part of the digital economy. As the third wave of Covid-19 becomes imminent, customers across these cities will be able to get groceries safely delivered at the doorstep, without having to leave their homes.

Flipkart has made deep investments in its Grocery business for the last two years, and today caters to its pan-India customers through 22 grocery fulfillment centers. These centers are spread across 25.2 Lakh sq. ft. in total, creating thousands of direct and indirect job opportunities and boosting local employment.

**Smrithi Ravichandran, Vice President - Grocery, Flipkart,** said, *"We are excited to expand our Grocery operations to now service consumers almost all over India. The e-grocery market continues to see increased demand as consumers from tier 2 and 3 markets will get access to high quality selection of staples and household items from reputed brands at great value. We are committed to bringing this shopping experience to consumers all over the country, as we strengthen our selection, invest in FPOs and fresh produce, and scale up our supply chain."*

This year, during the recently concluded The Big Billion Days event, the Grocery category saw customers from ~200 new cities and towns making Grocery purchases on Flipkart for the first time. Some of the top cities for Flipkart Grocery customers were Ahmedabad, Bengaluru, Chennai, Hyderabad, Kolkata, Lucknow, Mumbai, NCR, Patna, and Pune. Overall, the category saw a 2.3x growth in orders and revenue, in comparison to last year.

According to the recently launched Flipkart-Bain report titled '*How India Shops Online 2021*', Grocery continues to see increased acceleration and will likely see this growth even post-pandemic. In order to bring the safest and high-quality Grocery products to its pan-India consumers ensures stringent quality control across its fulfillment centers and Grocery supply chain. Flipkart's Grocery fulfillment centers have a fully digitized process as well as product



quality check and have implemented an effective quality management system to ensure the products are traceable from raw materials until they reach the consumer.

### **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.

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