



## **Flipkart launches its third grocery fulfillment center in Kolkata to address the growing demand among customers**

- *New facility will boost market access for regional MSMEs, sellers and farmers; additionally creates over 500 direct and indirect local jobs*
- *More than 7,000 products ranging across daily household supplies, staples, snacks and beverages, confectionery, and more now available*
  - *Caters to customers in Kolkata and the neighboring cities of Uluberia, Sankrail, and in the state of Jharkhand*

**Kolkata - March 15, 2022:** Flipkart, India's homegrown e-commerce marketplace, has launched its third grocery fulfillment center in Kolkata to meet customers' rising demand in the east India regions. Since the launch of Flipkart's second fulfillment center in Kolkata in June 2021, the demand has increased by a staggering 75% for the e-grocery services. East India being one of the most important and strong markets, this facility further boosts the infrastructure requirements of the regional MSMEs, sellers & local farmers to get wider market access, leading to the success of these local businesses & communities.

To ensure grocery services are made available to all customers, the new facility will offer its services in 500 PIN codes spread across Kolkata and the neighboring cities of Uluberia, Sankrail, and in the state of Jharkhand. Customers from these regions will be able to choose from over 7,000 different products spanning 200 categories such as daily household supplies, staples, dry fruits, snacks and beverages, confectionery, personal care, and more. Flipkart's grocery offering is backed by an improved user experience, voice-enabled shopping, convenient and easily accessible credit offerings with open box deliveries.

The new fulfillment center is spread across almost 1.34 lakh square feet, has an additional storage capacity of 22 lakh square feet, and has created over 500 direct and indirect job opportunities giving a boost to economic growth and employment in the region. With Flipkart opening its third grocery fulfillment center, the combined area of all facilities is 3.8 lakh square feet with more than 2,000 direct and indirect jobs being created in Kolkata. Additionally, Flipkart will empower the local food processing industry that will improve livelihoods of small and medium farmers in the region through better market linkages.

**Smrithi Ravichandran, Vice President – Grocery, Flipkart,** said, *“As we scale up our grocery operations across the country to cater to our growing customer base and supporting local businesses and farmers, east India has emerged as an important, high-growth region for Flipkart. The establishment of our third fulfillment center in Kolkata has been largely influenced by the success of our grocery services in the eastern region and the huge demand we have witnessed since mid-last year. We are committed to serving our customers and thousands of regional small businesses in eastern India with high-quality and wide range of regional products,*



*convenient financial constructs, along with safe and hygienic doorstep delivery of their daily essentials.”*

Consistent with Flipkart’s people-centric approach and commitment to strengthening diversity and inclusion in its supply chain operations, the new facility will have over 250 women employees, 134 trainees, and around 3% of the workforce will consist of employees with disabilities.

Flipkart Grocery currently serves 1,800 cities and 10,000 pin codes across 23 states. Over the past two years, Flipkart Grocery has ramped up its operations by establishing 23 fulfillment centers spread over an area of 26 lakh square feet to cater to the growing nationwide demand. Furthering its commitment to serve customers in all parts of the country, the expansion of Flipkart’s Grocery services is continuing to encourage first-time online shoppers from Tier-2 and Tier-3 cities to benefit from the accessibility, affordability and ease of e-commerce.

### **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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