



Flipkart launches its first grocery fulfillment center in Guwahati to boost market access for local MSMEs, sellers, and farmers in the Northeast and address growing consumer demand

- *Spread over 1.23 lakh square feet, this will be Flipkart's second women-driven grocery center in India, employing more than 300 people*
- *The new center offers grocery services across 800 PIN codes in Agartala, Darjeeling, Guwahati, Kohima, and other cities in Northeast*
- *Guwahati fulfillment center will offer over 7,000 products ranging across daily household supplies, staples, snacks, beverages, confectionery, and more*

Guwahati - April 8, 2022: In continuation of its efforts to enable online shopping and doorstep delivery of groceries for an increasingly larger number of consumers across the country, Flipkart, India's homegrown e-commerce marketplace, has launched its first grocery fulfillment center in the northeast region. Located in Palasbari, near Guwahati in Assam, this facility will create more than 300 direct and indirect jobs and bring market-access to thousands of local sellers, MSMEs, and farmers from Assam and the northeast region. This facility will offer customers a wide variety of more than 7,000 regional grocery products across 200 categories including daily household supplies, staples, tea, snacks and beverages, confectionery, personal care and more.

Consistent with Flipkart's people-centric approach and commitment to strengthening diversity and inclusion in its supply chain operations, this is Flipkart's second facility in India, after Coimbatore, which is almost entirely run by women. The center is spread over 1.23 lakh square feet and will cater to the grocery needs of customers in over 800 PIN codes across Guwahati and the neighboring cities and towns including Agartala, Aizawl, Darjeeling, Dibrugarh, Imphal, Kohima, and Shillong. Flipkart's grocery offering is backed by an improved user experience, voice-enabled shopping, credit offerings, and open box deliveries.

Smrithi Ravichandran, Vice President – Grocery, Flipkart, said, *"The northeast has emerged as one of the most important regions for Flipkart as lakhs of sellers, customers, and kirana partners are embracing the online route to meet their needs for daily essentials. We are elated to launch our first-ever grocery facility in the northeast which will not only help us bring the convenience of online commerce to the doorstep of customers but also make a positive difference to the local economy by providing more opportunities for farmers and sellers. As an all women-run fulfillment center, this will provide a huge impetus to the career progression of our women employees."*

Rajneesh Kumar, Senior Vice-President and Chief Corporate Affairs Officer, Flipkart, said, *"Grocery is one of the fastest growing segments in the country and in the recent past, majority*



of the consumers have shifted towards online channels to shop for their grocery needs. As a homegrown company, Flipkart has played a pivotal role in ensuring we provide customers with the best experience paired with easy accessibility and convenience to meet their requirements for daily essentials, while bringing much needed market access for farmers, food processing companies & MSMEs. We are thrilled to launch our latest facility in Assam, as it will help bring several customers, sellers, MSMEs and farmers into the digital fold leading to local prosperity & new livelihood opportunities.”

This latest facility furthers Flipkart’s efforts to support the socio-economic development of the regions where it operates by enhancing the livelihoods of regional MSMEs, sellers, and farmers, creating direct and indirect jobs, and giving a boost to local businesses engaged in food processing, logistics, packaging, and other allied functions.

Flipkart Grocery currently serves more than 1,800 cities and 10,000+ PIN code areas across all 28 Indian states. It has ramped up its operations in the past two years by establishing 28 fulfillment centers spread over an area of 27 lakh square feet to meet growing nationwide demand. Flipkart Grocery continues to attract first-time online shoppers from Tier-2 and beyond cities with its accessibility and affordability constructs. In an effort to make e-commerce more inclusive for customers, Flipkart has made its app available in 11 Indian languages so far, including Odia, Bengali and Assamese.

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

