



Medicines are Now Available on the Flipkart App, Powered by Flipkart Health+

~ Customers across India can now access a wide range of affordable and genuine medicines and healthcare products through Flipkart's trusted platform via the new App-in-App experience powered by Flipkart Health+

~ Customers can avail of attractive offers on 83,000+ medicines and healthcare products

~ Over 20,000 Pin codes to be covered across India, including remote areas

Bengaluru - September 20, 2022: Flipkart, India's homegrown e-commerce marketplace, announced the launch of Medicines via its app through Flipkart Health+. This gives millions of customers access to medicines, wellness products, and healthcare supplies at affordable prices. Customers across India can now order a wide selection of affordable and genuine medicines and healthcare products within minutes.

Using Flipkart's trusted platform, with a recently revamped user-friendly interface, customers can enjoy a seamless shopping experience for medicines and health supplies. Built to ensure customers get access to genuine and trusted pharmaceutical products at their doorsteps, the Flipkart Health+ app that powers this availability of medicines through the platform has mandated its sellers to follow meticulous processes for quality checks.

In addition, keeping the importance of data privacy in the healthcare sector paramount, adequate measures have been implemented to ensure data security through multilevel regulations and encryptions. Customers, both caregivers and patients, can now order 48,000+ prescription medicines with easy-to-use features such as hassle-free upload of doctor prescriptions, effortless checkout process, multiple payment options, Flipkart Health+ Wallet, etc. In addition to this, Flipkart Plus Members can also utilize their SuperCoins to redeem exciting offers.

With the increased penetration of the internet in the country, mobile-first consumer behavior, improvement of digital payments infrastructure, and various government initiatives, the e-pharmacy industry is expected to grow at CAGR of around 40-45% as compared to Global E-Pharmacy markets that are expected to increase at a CAGR of around 15-20% (Source: [IBEF](#)).

Prashant Jhaveri, CEO of Flipkart Health+, said, "The access to Flipkart Health+ via the Flipkart app brings us one step closer towards achieving our goal to make trusted healthcare accessible and affordable to billions of Indians. Benefitting from the expertise and experience of the Flipkart Group's supply chain and last-mile logistics, we are ready to cater to customers' medical needs across the



country. Through disruptive technology and innovative solutions, we are working closely with pharmacies, healthcare and pharmaceutical companies, and policymakers to digitize the healthcare ecosystem for a better tomorrow. In addition to the existing affordable prices, customers will get the best attractive deals and access to genuine medicines and healthcare products this Big Billion Day.”

“Ekart has successfully established itself as one of the most reliable supply chain ecosystems in India. With the introduction of medicines on Flipkart, we now enable accessibility of genuine medicines for customers beyond the top 100 cities through our supply chain. Nothing makes us more excited than delivering health and happiness to every doorstep of the nation,” added **Hemant Badri, Senior Vice President and Head of Supply Chain at Flipkart**

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.

Started in 2007, Flipkart has enabled millions of customers, 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.

