



Flipkart launches its largest grocery fulfillment center in Unnao, Uttar Pradesh

- *Spread over 1.3 lakh square feet, with a storage capacity of 28 lakh units, and generating nearly 1000 direct and indirect jobs, this is Flipkart's third fulfillment center in Uttar Pradesh*
- *Will help in market access, linkage for thousands of small farmers, FPOs, & small businesses and offer grocery services across 300 PIN codes in the state, including Allahabad, Kanpur, Lucknow, Sultanpur, and Unnao*

Unnao – January 11, 2023: Flipkart, India's homegrown e-commerce marketplace, today launched its third and largest grocery fulfillment center in Sarai Joga of Unnao district, Uttar Pradesh. The facility was inaugurated by **Sh. Nand Gopal Nandi, Minister of Industries Export Promotion & NRI, Government of Uttar Pradesh**. With strong connectivity to strategic locations such as Lucknow and Kanpur, the center will further strengthen Flipkart's supply chain network and enable faster doorstep delivery of groceries across the state of Uttar Pradesh. This facility will offer customers a wide-variety of close to 400 regional grocery products across more than 100 categories including household supplies, staples, tea, snacks and beverages, confectionery, personal care, and more.

Spread over 1.3 lakh square feet, the new fulfillment center is equipped to serve around 4,000 orders per day and cater to the grocery needs of over 300 PIN codes in this region of the state including districts of Allahabad, Kanpur, Lucknow, Sultanpur, and Unnao. Flipkart's three grocery fulfillment centers in Uttar Pradesh now cover a combined area of 2.2 lakh square feet. As part of Flipkart's people-centric culture and its strong focus on diversity and inclusion (D&I) for ensuring sustained growth and higher productivity of supply chain operations, the Unnao center will have strong participation of women employees including differently abled personnel in its workforce.

Sh. Nand Gopal Nandi, Minister of Industries Export Promotion & NRI, Government of Uttar Pradesh, said, *"E-commerce is playing a critical role in the growth of the grocery industry in India as the demand for online grocery in smaller towns and cities is now at par with that in metros. As we continue our efforts on uplifting the livelihood of local farmers, this new facility by Flipkart will provide pan India market access and encourage many of our local farming communities and MSMEs to be part of the digital revolution. I commend Flipkart on its consistent endeavor to meet the growing demand of consumers and create a conducive growth environment for local businesses."*

Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, said, *"Uttar Pradesh is one of the key priority regions for us at Flipkart and this rapidly growing market is seeing an increase in the consumer demand for online grocery across several towns and cities of the state. We are delighted to launch our new grocery facility to cater to the increasing demand for online grocery in UP. We are continually looking at ways to empower the communities, small farmers, and MSMEs around us by leveraging technology, innovation and e-commerce and connect them efficiently to the consumers. This new fulfillment center will bring thousands of new job opportunities to the region and also serve a wider range of consumers' needs for daily essentials. Our constituted investment in local infrastructure assets will boost the local economy, create new livelihood opportunities and support the growth of local MSMEs and farmers. In tandem, we will also help our sellers and kirana partners leverage our platform,*



technologies, and supply chain capabilities to support a large volume of shipments of groceries. We're delighted to get all the support from the government of Uttar Pradesh with its tremendous focus on 'ease of doing business' and progressive policies."

Flipkart continues to support the socio-economic development of the regions where it operates by creating and improving livelihood opportunities for regional MSMEs, sellers, and farmers, and by augmenting local businesses engaged in food processing, logistics, packaging, and other allied activities. As part of its commitment to open new channels of growth for Indian farmers, Flipkart engages with Farmer Producer Organizations (FPOs) and Self-Help Groups (SHGs) to facilitate market access for them.

Flipkart Grocery currently serves more than 1,800 cities and 10,000 PIN codes across India. It has strengthened its operations over the past two years by establishing 24 fulfillment centers over a combined area of 29 lakh square feet to meet the growing nationwide demand. Flipkart continues to attract consumers from non-metro cities, especially Tier-2, Tier-3 and smaller markets, on the strength of its accessibility and affordability features. To enable greater inclusivity and assist customers in their shopping journey, Flipkart has made its app available in 11 Indian languages so far, including Odia, Bengali, and Assamese. Flipkart is also continuously improving the user experience on its platform with features such as voice-enabled shopping, credit offerings, open-box delivery, and more.

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 sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 450 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 write to media@flipkart.com