

## Flipkart launches 'Flipkart Green', an e-store for sustainable products

- *The one-stop destination will make it easy for customers to discover and shop for sustainable products/environmentally conscious products including organic, cruelty-free and environment-friendly products*
- *With over 40 brands and counting and more than 30,000 sustainable products, 'Flipkart Green' will aim to be a dedicated section on Flipkart Platform for globally certified sustainable products from categories such as beauty and makeup, grooming, healthcare, food, home decor, sports, fashion and more*

**Bengaluru - January 5, 2023:** Flipkart, India's homegrown e-commerce marketplace, today launched 'Flipkart Green', a dedicated virtual store on its app, bringing together lakhs of sustainable products to cater to customers looking to adopt a sustainable lifestyle.

'Flipkart Green' aims to provide access to information and better availability of globally certified sustainable products to customers looking for sustainable brands and products. To begin with, a vast selection of fashion, beauty and makeup, grooming, healthcare, food, home and lifestyle products are being made available from over 40 brands. This will further expand to include products from many other categories including healthcare, food, sports and fitness, toys, stationery, electronics and appliances as well.

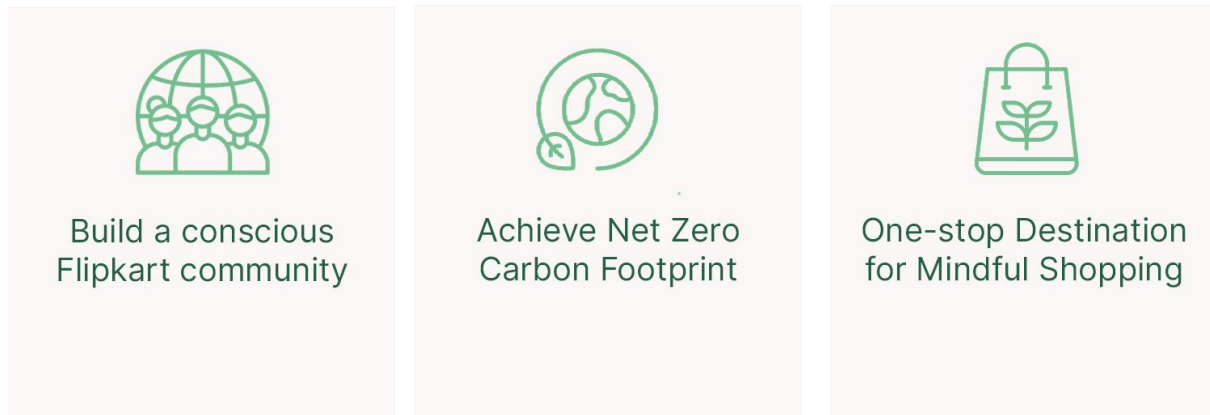
In recent years, there has been a sharp rise in customers rethinking the impact of their consumption on the health of the planet as well as their own health. With customers starting to adopt sustainable products such as bamboo toothbrushes, reusable grocery bags, reusable water bottles and dishcloths to name a few, the 'Flipkart Green' Store will bring shoppers one step closer to having easy access to such sustainable products.

Speaking about 'Flipkart Green', **Amitesh Jha, Senior Vice President, Category and Marketplace at Flipkart** said, *"At Flipkart, we view sustainability as a holistic approach that encompasses the environment, individuals, and society. Through the 'Flipkart Green' Sustainability Store, we aim to create a sustainable, equitable and a more inclusive e-commerce ecosystem. We have consistently endeavored to integrate sustainability across business functions through initiatives ranging from electric mobility, green buildings, renewable energy to plastic-free packaging. This initiative will continue to bring various mindful brands under one umbrella through a one-stop online destination, for customers. This also aligns with our goal to promote sustainably sourced products towards improving social, economic and environmental well-being of the larger ecosystem."*

Through this introduction, the platform aspires to bring about a positive impact and create shared value for the community and the planet. This step will inspire thoughtful purchase decisions while being informative, consumer-first and environment conscious.

'Flipkart Green' will offer an immersive and engaging experience for truly sustainability-inclined shoppers with multiple product options. Given the increased knowledge of the advantages of

sustainable products that customers now have, this one-stop destination will aptly help them navigate to eco-friendly choices.



Build a conscious  
Flipkart community

Achieve Net Zero  
Carbon Footprint

One-stop Destination  
for Mindful Shopping

Sustainability has been a core tenet in Flipkart's vision to democratize e-commerce in India and it has taken several initiatives over the past two years in its effort to protect the planet. A few of these initiatives include:

- Flipkart's partnership with Canopy Planet, a not-for-profit environmental organization, for responsible sourcing of sustainable packaging and man-made cellulosic fibers, joining the Pack4Good and CanopyStyle initiatives
- Flipkart being part of the Climate Group's global electric mobility initiative, EV100, and committing to 100% EVs in its logistics fleet by 2030
- Becoming the only e-commerce company in India to commit to net-zero targets by 2040, in alignment with the Government of India's commitment to Net Zero by 2070.

### **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](mailto:media@flipkart.com)**