



How Flipkart's tech-enabled Pan India Supply Chain is the backbone for Sellers, MSMEs and artisans across the country

- *Flipkart's supply chain network is providing national market access to sellers, MSMEs, artisans and farmers to reach consumers from diverse socio-economic settings and geographies*
- *Sellers from across the country are empowered with technological capabilities and seamless integration by Flipkart to grow and achieve business excellence*

Bangalore - March 01, 2023: Flipkart, India's homegrown e-commerce marketplace, as part of its commitment to creating a stronger and more resilient seller ecosystem in India, has strengthened and expanded its supply chain across the country to support national market access for lakhs of MSMEs, sellers, artisans and farmers in rural and small-town settings while catering to the growing needs of over 450 million Flipkart consumers.

Flipkart's tech-enabled pan-India supply chain network, that spans across over 20,000 pin codes, delivers products from lakhs of sellers across locations including Agra, Jaipur, Ludhiana, Moradabad, Panipat, Rajkot, Surat, Tirupur, and many other cities through its first-mile operations, helping these sellers place their products in world-class warehouses, providing services to keep inventory safe and secure to reach millions of customers in a timely manner and hence helping build the digital India.

The powerful tech-enabled supply chain network helps sellers by delivering millions of shipments every day, enabling faster and more efficient processing of orders and speedier deliveries, controlling and anticipating delivery timelines, and avoiding returns that help sellers to serve an enhanced customer experience. The supply chain ensures quick deliveries in the remotest parts of the country and creates value for sellers and other ecosystem partners at large. Supported by Flipkart's technological and marketing prowess, Ekart, has helped create a supply chain that is integrated with a seller's marketplace sales, creating a virtuous cycle that is predictable, and secure, enabling a seamless experience to help businesses scale, thereby amplifying the power of digital commerce and improving incomes for thousands of sellers across the country.

Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart said, *"The supply chain is the backbone of businesses across the country. By utilizing our logistics experience and extensive understanding of the pan-India market, we enable sellers to focus on their core business while being up-to-date on market developments and resilient in the face of any unforeseen disruptions. This further helps in creating new employment opportunities for lakhs of sellers across geographies, enables them to scale their businesses and promotes the growth of regional industries that contribute to the creation of strong local economies. Our technology-led supply chain is helping connect a million sellers with over 450 million consumers to deliver 120 million+ shipments each month."*



For a vast and difficult topography such as India's, it is crucial for the supply chain to have a network of warehouses, a transport fleet, and the expertise and knowledge to do it right every time. Flipkart's robust supply chain has played a pivotal role in boosting entrepreneurship and livelihood opportunities for lakhs of local sellers, businesses and MSMEs across the country by bringing them into the digital ecosystem, providing national market access and reducing the cost of logistics. Thereby, helping them focus on what is most critical for them - growing their business. Over the years, Flipkart has expanded its supply chain capabilities by leveraging the best made-in-India technologies, ensuring cheaper and quicker credit for its suppliers and harvesting its learnings for accurate and faster movement of shipments across the value chain, resulting in significant cost savings. It has thus proven to be a trusted partner for the logistics needs of small and medium businesses.

Flipkart has furthered its commitment towards establishing a low-cost supply chain, through initiatives that enable sending more items together to manage orders with fewer resources, improving overall supply chain efficiency, dynamic rerouting of returned items to the next order in the supply chain, and expanding the dispersion of sellers and inventory across India in order to improve affordability and value provided to its seller community. These efforts are aimed at lowering supply chain costs, by improving the accessibility and cost efficiency of the platform, while increasing the value for both sellers and customers.

Talking about the advantages of Flipkart's extensive supply chain network, Bhavik Patoliya, Founder Qwera Enterprise mentioned, *"Flipkart has helped grow my business into what it is today, and in generating a greater revenue share with the help of the platform. Growing the business digitally with Flipkart's assistance also meant that we can cater to consumers hailing from every nook and corner of the country. Our logistics needs have been met adequately through Flipkart's supply chain expertise and has improved consumer experience while establishing greater trust in our brand. I am happy to say that we have gained more visibility through Flipkart and can offer our products to a wide range of markets."*

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 participate in India's digital commerce revolution. With a registered customer base of more than 450 million, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, there are over 11 lakh sellers on the platform, including Shopsy sellers. With a focus on empowering and delighting every Indian by delivering value through technology and innovation, Flipkart has created lakhs of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart is known for pioneering services such as *Cash on Delivery*, *No Cost EMI* and *easy returns*, which are customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians.

For more information, please write to media@flipkart.com