

Flipkart launches its first grocery fulfillment center in Ludhiana, Punjab

- *This new facility will help in providing market access for thousands of small businesses, farmers & Farmer Producer Organisations and offer grocery services to over 600 PIN codes in the States of Punjab, Jammu & Kashmir, Haryana, and Himachal Pradesh, including cities such as Amritsar, Ambala, Chandigarh, Jalandhar, Mandi, Shimla, and others*
- *Spread over 80,000 square feet, with a dispatch capacity of over 1 lakh units per day, and generating nearly 800 direct and indirect jobs, this is Flipkart's first grocery fulfillment center in Punjab*

Ludhiana – August 9, 2023: Flipkart, India's homegrown e-commerce marketplace, today inaugurated its first grocery fulfillment center in Ludhiana, Punjab, in the presence of **Ms. Anmol Gagan Maan, Hon'ble. Minister for Investment Promotion, Labour, Hospitality, Tourism & Culture Government of Punjab.** The new fulfillment center will further expand Flipkart's supply chain network and enable doorstep delivery of groceries across Punjab, Jammu & Kashmir, Haryana, and Himachal Pradesh. The center will create nearly 800 direct and indirect job opportunities and enable pan-India market access to thousands of local sellers, MSMEs, and small farmers in the region. The center will offer customers a wide variety of regional products across several categories, including household supplies, staples, tea, snacks and beverages, confectionery, personal care, local products, and more.

Spread over 80,000 square feet with a dispatch capacity of over 1 lakh units per day, this fulfillment center will cater to the grocery needs of over 600 pin codes across several cities and towns, including Amritsar, Ambala, Chandigarh, Jalandhar, Mandi, Shimla, and many more. Flipkart's grocery business is tech-enabled and offers an improved user experience with features such as voice-enabled shopping, credit offerings, and open-box delivery. Consistent with Flipkart's people-centric culture and a strong focus on diversity and inclusion (D&I), the Ludhiana center will have nearly 40% workforce that will constitute women, differently abled, and LGBTQ personnel.

Ms. Anmol Gagan Maan, Minister for Investment Promotion, Labour, Hospitality, Tourism & Culture Government of Punjab, said, *"E-commerce is a key driver of growth in the grocery business in India, with demand for online groceries increasing across all markets. Flipkart's strategic investment in Punjab is a testament to the state's strong local economy and business-friendly environment. We are proud to welcome Flipkart's first fulfillment center to the state, and we look forward to their contributions to the economic growth of the region."*

Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, said, *"Flipkart investment in Punjab is a testament to our commitment to strengthen digital and physical infrastructure. This will enable local small businesses to become part of Digital India and access larger markets, while bringing choice and convenience to consumers. The launch of our first-ever grocery fulfillment center in Punjab will expand market reach for MSMEs, sellers, farmers and Farmer Producer Organisations but also create new jobs and enhance livelihood opportunities. As a home-grown company, we are committed to delivering a seamless shopping experience, coupled with accessibility, convenience, and conscious efforts towards creating a positive impact on local economies."*



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. Flipkart Grocery currently has around 23 fulfillment centers in India that serve more than 1,800 cities and 8,500 PIN code areas across India. Flipkart's tech-enabled grocery business offers improved user experience and features on the app through voice-enabled shopping, credit offerings, and open-box delivery.

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