



Flipkart expands its footprint: Launches its first grocery fulfillment center in Bhubaneswar, Odisha

- *The new **fulfillment center (FC)** will provide grocery deliveries within 24 hours across Asika, Bhubaneswar, Basta, Bhadrak, Cuttack, Dhanekal, Jagatsinghpur, Puri and Talcher in Odisha*
- *The FC facilitates market entry for various small businesses, MSMEs and local farming communities*
- *Spread over 1.35 lac square feet and equipped with a dispatch capacity exceeding 2.09 lac units per day, the fulfillment center will offer a wide variety of locally popular brands such as Jharna Ghee, Kasper Rice, Usna Rice and many more*

Bhubaneswar – December 12, 2023: Flipkart, India's homegrown e-commerce marketplace, has expanded its footprint further with the launch of its first grocery fulfillment center in Bhubaneswar, Odisha. The new fulfillment center will ensure swift delivery of groceries to consumers within 24 hours of placing the order. The facility will generate over 300 direct and indirect employment opportunities while providing nationwide market entry for numerous local sellers, MSMEs, and small & medium farmers in the region.

Spread over 1.35 lac square feet with a dispatch capacity of over 2.09 lac units per day; this FC will cater to 16,000 orders per day across **Asika, Basta, Bhadrak, Cuttack, Dhanekal, Jagatsinghpur, Puri and Talcher**. Leveraging consumer insights based on search results in the state, the FC will offer a wide gamut of regionally popular brands such as *Jharna Ghee, Kasper Rice, Usna rice*, to name a few. Additionally, based on the increasing consumer demand for online grocery deliveries, the sellers will provide an extensive array of regional products at the FC, spanning various categories, including staples and FMCG, while dairy, bread and eggs will be added incrementally. Additionally, the state's popular favourites such as *Lijjat Papad, Omfed Ghee* and other local namkeen brands such as *Mukhorochak* will be offered by sellers at this FC to cater to the diverse palate of consumers in Odisha.

Shri. Pratap Keshari Deb, Hon'ble Minister, Micro, Small & Medium Enterprise Department, Government of Odisha, said, *"Odisha's socio-economic progress is gaining momentum, and the role of e-commerce in our overall development is pivotal. In alignment with our state's vision, Flipkart's inaugural grocery fulfillment center marks a significant stride toward the rapid advancement of local MSMEs and farmers. This initiative provides them with access to the pan-India market and establishes stronger connections with end consumers. I commend Flipkart for its commitment to meeting consumer demands while fostering a supportive environment for local businesses, contributing to the flourishing economic landscape of our state."*



Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, said, *"As a homegrown company, we are dedicated to advancing technology and innovation to create a positive ripple effect across the Digital India landscape. As Flipkart ventures into the heart of Odisha with our first-ever grocery fulfillment center, we recognize the state's dynamic growth. This launch signifies more than convenience; it underscores our unwavering commitment to bridge the digital gap and uplift local economies. We are not just delivering groceries; we are delivering empowerment to communities, local businesses, and small farmers."*

Hari Kumar G, Vice President, Head of Grocery, Flipkart, said, *"As the demand for groceries surges in the eastern region, it is evident that consumers are choosing the online path for their daily essentials. Our new fulfillment center, a response to this escalating demand, aims to expedite order deliveries and enable sellers to offer a wide selection of locally relevant products for customers throughout the state. The introduction of our inaugural grocery facility in Odisha signifies our commitment to empowering sellers to meet the evolving needs of consumers while contributing to the comprehensive growth of the local economy."*

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 augmenting local businesses engaged in food processing, logistics, packaging, and other allied activities. Flipkart Grocery currently has around 24 fulfillment centers in India that serve more than 1,800 cities and 10,000 PIN code areas across India. Flipkart's grocery division leverages technology to enhance user interactions, providing an elevated experience through features like 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 500 million, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, there are over 14 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