



Flipkart to roll out same day delivery

- *Millions of customers across 20 cities to start getting products delivered the same day*

In a move slated to benefit millions of customers across metro and non metros cities, Flipkart is gearing to roll out same day delivery of products across multiple categories. The move will see customers across cities including Ahmedabad, Bangalore, Bhubaneswar, Coimbatore, Chennai, Delhi, Guwahati, Hyderabad, Indore, Jaipur, Kolkata, Ludhiana, Lucknow, Mumbai, Nagpur, Pune, Patna, Raipur, Siliguri and Vijayawada get their products delivered before 12 midnight, if they place their orders by 1 pm.

The initiative is getting rolled out starting February 2024 and will get scaled over the next several months to serve more customers across the country.

Categories that will delight the customers:

Flipkart's initiative will help customers now get orders delivered the same day of the products including essentials, mobiles, fashion, beauty products, lifestyle, books, home appliances and electronics helping customers get everything that is necessary for them the same day.

Supply Chain and Tech backbone:

Flipkart has been delivering more than 120 million packages a month and has invested in building a robust supply chain to reach customers across the country even in very remote pincodes. To enable same day delivery, Flipkart in the past year itself has invested in multiple fulfillment centers along with tech capabilities for better sortation and more throughput from its fulfillment centers that will strengthen the delivery, delighting millions of customers.

Flipkart's team is working on ML models and technology solutions to help in meticulous route planning, optimizing delivery routes, lesser pick up times from aisles, faster sortation of products ensuring that products reach customers with maximum efficiency.

Months of planning have been put in place to ensure that orders will be fulfilled from the nearest fulfillment center (FC), minimizing transit times and enhancing the overall efficiency of the delivery process to deliver a perfect customer experience.

Customer first for Flipkart:

Flipkart has invested significantly in the infrastructure and transportation that is required to scale same-day delivery across multiple cities, with a growing network of fulfillment centers.

Hemant Badri, Senior Vice President, Head of Supply Chain, Customer Experience & ReCommerce Business, Flipkart Group, explains "As we enter 2024, millions of customers across the country will be delighted to get lakhs of products delivered to them the same-day of them placing the orders. Considering that customers not just from metro cities but non-metros



cities love to shop on Flipkart, we are working to provide the same day delivery to 20 cities, reinforcing our commitment to staying at the forefront of customer satisfaction. We will further scale it in the months to come, to include more cities and more categories including large appliances, to delight the customers.”

“We aim to continue to streamline our supply chain network, to seamlessly process millions of orders for our sellers and customers each day, with equal delivery efficiency in the metro and non-metro cities. We have invested in cutting-edge technologies, leveraged data analytics, and harnessed insights on demand patterns to ensure that we are well-equipped to anticipate and fulfill demand the very same day. I must acknowledge the hard work and dedication of our teams who have tirelessly contributed to making this vision a reality.”

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 user 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