



## **Flipkart launches its grocery fulfillment center in Malda, West Bengal; offers next day grocery deliveries to consumers**

- *This will be Flipkart's fourth grocery fulfillment center in West Bengal that will provide next-day grocery deliveries to consumers across Malda, Berhampore, the North Bengal belts, and parts of Jharkhand and Bihar, including Bhagalpur, Deoghar, Munger, Purnea, Rampurhat, Saharsa, Siliguri, and Suiri*
- *Spread over 1.13 lakh square feet, the new fulfillment center will generate more than 700 direct and indirect local job opportunities while facilitating market entry for various small businesses, MSMEs and local farming communities*
- *Based on consumer demands, the Malda grocery fulfillment center will have a variety of locally popular products such as Biskfarm Biscuits, JK Masala and Spices, Emami oil items, and Miniket Rice, among others*

**Malda, West Bengal – February 26, 2024:** Flipkart, India's homegrown e-commerce marketplace, marks a significant milestone in its commitment to providing next-day grocery deliveries to consumers with the launch of its grocery fulfillment center in Malda, West Bengal. This will be Flipkart's fourth grocery fulfillment center in the state which will alone generate more than 700 direct and indirect local job opportunities while providing nationwide market entry for thousands of local sellers, MSMEs, and small-scale farmers in the region.

Spread over 1.13 lakh square feet with a dispatch capacity of over 1 lac units per day, this fulfillment center will cater to more than 7,000 orders per day across **Berhampore, Malda, the North Bengal belts, and parts of Jharkhand and Bihar, including Bhagalpur, Deoghar, Munger, Purnea, Rampurhat, Saharsa, Siliguri, and Suiri.** Based on local consumer insights, the new center in Malda provides consumers access to a curated range of locally popular brands such as *Biskfarm Biscuits, JK Masala and Spices, Emami oil items, and Miniket Rice*, to name a few. Additionally, the facility will provide over 5,000 products, ranging from a local selection of daily grocery items to products from established FMCG companies such as ITC, HUL, P&G, and more.

**Shri Sobhandeb Chattopadhyay, Hon'ble Minister of Agriculture, Government of West Bengal, said,** *"I am happy to learn that Flipkart's grocery fulfillment center is being established in Malda, West Bengal which is surely a significant milestone in our state's socio-economic progress. Flipkart's continued investment in West Bengal is a testament to the state's strong local economy and business-friendly environment. The expansion of Flipkart's supply chain infrastructure aligns with the state's vision of providing improved livelihood opportunities to the local ecosystem. We are proud to welcome Flipkart's yet another grocery fulfillment center to the state and foresee greater participation in the digital commerce space in the coming years. I hope our farmers and producers will reap the maximum benefit from this endeavour."*



**Rajneesh Kumar, Chief Corporate Affairs Officer at Flipkart Group, said, "We are happy to continue expanding our footprints in the state with the opening of our fourth grocery fulfillment center in West Bengal. Our commitment to next-day delivery ensures that local consumers have access to fresh groceries delivered to their doorsteps, bringing the benefits and convenience of e-commerce into their lives. Furthermore, by strengthening partnerships with local farmers, Farmer Producer Organisations (FPOs), MSMEs and other local businesses, we remain committed to further our vision of empowering these communities economically and fostering sustainable growth while creating new livelihood opportunities."**

**Commenting on the launch, Hari Kumar G, Vice President, Head of Grocery, Flipkart, said, "West Bengal and the neighbouring regions, including North-East have always been an important market for us as we are seeing significant growth in the demand for online grocery in this region. With the launch of the fourth grocery fulfillment center in the state, we will be able to offer unparalleled customer service combined with superior value delivered at the customer's convenience while giving a push to the upliftment of livelihoods of numerous regional businesses and sellers. Infrastructure expansion has always been an imperative step towards bringing the goodness of e-commerce to the doorstep of consumers making their online shopping experience much more seamless and convenient."**

Malda, historically reliant on fulfillment centers in Kolkata, will now have its own dedicated facility in the state, aligning with the company's vision toward next-day deliveries and elevating the overall shopping experience for consumers. It also reinforces the company's commitment to inclusivity, with 25 percent representation from various segments, including the LGBTQIA+ community, people with disabilities, and ex-defense/veterans in its workforce.

Flipkart's inauguration of the grocery fulfillment center in Malda reaffirms its commitment to fostering sustainable growth and holistic progress. West Bengal's prominence in e-commerce, job creation, and seller growth aligns with Flipkart's strategic investments in supply chain infrastructure and artisan empowerment. As a pioneer in driving economic development and enhancing consumer accessibility, Flipkart's endeavors epitomize its mission to empower communities, boost local economies, and bridge the digital gap, marking an important milestone in West Bengal's journey towards inclusive prosperity.

### **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.

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