



Flipkart introduces 3-hour fresh flower delivery service for 450+ pin codes across India.

~A first for India's homegrown e-commerce marketplace, orders can be placed across cities including **Bangalore, Chandigarh, Faridabad, Gurugram, Hyderabad, Jaipur, Lucknow, Mumbai, New Delhi, Noida and Patna**

~ Customers can choose from a range of high-quality exotic varieties (roses, orchids, carnations) and arrangements (bouquets, boxes) starting at INR249/-

~ This follows the recent announcement on same day delivery rollout to benefit millions of customers PAN India

3 Hours Delivery*
On Fresh Flowers at Flipkart
Gift a Bouquet to Your Valentine
[Shop Now](#)

Bengaluru – February 6, 2024: Flipkart, India's homegrown e-commerce marketplace, has announced the launch of a 3-hour fresh flower delivery service which allows customers to access high-quality flower arrangements at great deals, delivered via the trusted Flipkart network across **450+ pin codes**. With special occasions like 'Rose Day' and Valentine's Day around the corner, Flipkart will ensure 3 hour fresh flowers delivery for orders placed between 9:00 AM and 6:00 PM daily. In the run up to February this year, there has been a surge in demand for fresh flowers on Flipkart. Powered by Flipkart's robust logistics network and cutting-edge technology, this service guarantees swift and reliable doorstep delivery of flowers across a growing number of cities including Bangalore, Chandigarh, Faridabad, Gurugram, Hyderabad, Jaipur, Lucknow, Mumbai, New Delhi, Noida and Patna.

For centuries, flowers have played a positive cultural role in life - so it's no surprise that most of us believe in "saying it with flowers". Whether gifting someone special or placing an order for yourself, flowers never go out of style.



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- ~ Remaining customer-first and understanding the need for preferred timings, Flipkart has curated four delivery slots for fresh flower deliveries: 9AM to 12 PM, 12PM to 3PM, 3PM to 6PM and 6PM to 9PM
- ~ Soon after an order is placed, customers have the option to choose their preferred timing via a simple call that they will receive

Unique customer trends observed on Flipkart, leading up to 'Rose Day' and Valentine's Day:

- ~ The most popular search terms include Fresh flowers, Rose flowers, Bouquets and Red Roses
- ~ The top 5 cities leading the search for fresh flowers are Bengaluru, Patna, New Delhi, Hyderabad and Kolkata

Flipkart has been the chosen gifting platform for millions of customers across India over the years and now, they have the option to choose from a wide array of fresh flowers to celebrate 'Rose Day' and make their Valentine's Day extra special. Flipkart is also launching its "*Your Wingman, This Valentine's*" campaign for GenZ across media platforms. The campaign highlights Flipkart's role as the perfect fuss-free gifting solution with over 10 lakh plus gift options, accessibility to premium gifting through easy EMIs and express delivery. As Flipkart continues to innovate and expand its Valentine's Day offerings, customers can look forward to more delightful experiences and greater convenience in their online shopping journey, in the days to come.

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**