



Flipkart Group Achieves New Milestone in Water Conservation; Recycles over 67 Million Liters of Wastewater in One Year

~ Flipkart's water conservation efforts have also resulted in the reduction of freshwater consumption and potential recharge of rainwater at scale

~ It has also received the Net Zero Water certification by IGBC for its facilities, validating its conservation efforts

Bengaluru – March 21, 2024: Flipkart Group has announced significant strides in its water conservation efforts by successfully recycling over 67 million liters of wastewater in a year across four of its facilities in Rewari and Sanpka (Haryana), Ludhiana (Punjab) and Malur (Karnataka). The organization's water conservation initiatives are aimed towards promoting a judicious approach to water consumption, driven by key focus areas to *reduce, reuse, and recycle*. These conservation efforts have also resulted in the reduction of over 14 million liters of freshwater consumption, thereby playing a key role in the conservation of the nation's natural resources. This has been enabled by a 30% reduction in the average LPCD (liter per capita per day) at all four facilities. In addition to this, through the establishment of groundwater recharge infrastructure, Flipkart is also prioritizing the potential recharge of rainwater while fostering a strong sense of environmental conservancy.

In alignment with the government's 'Jal Shakti Abhiyan: Catch the Rain' campaign, aimed at encouraging water conservation at the grassroots level, Flipkart is proactively implementing a series of strategic measures dedicated towards water conservation.

What is Flipkart's approach towards water conservation at its four facilities in Rewari and Sanpka (Haryana), Ludhiana (Punjab) and Malur (Karnataka)?

REDUCE WATER DEMAND

- Water Meter Installation: Water monitoring ensured across all critical measurement points through installation of water meters
- Flow Restrictors Installation: Reduction of the flow rate of water for all the taps
- Improvement in water filtration process: Increased RO output efficiency leading to less water wastage
- Empowerment through Education: Building awareness on water conservation for all employees via creative showcases

USE OF ALTERNATE WATER

- Usage of treated wastewater for flushing purposes, thereby saving fresh water
- Usage of excess treated wastewater for landscaping purposes, thereby saving fresh water
- Usage of RO reject water for floor cleaning purposes which saves on fresh water



usage

WATER BACK TO SOURCE

- Establishment of adequate water recharging infrastructure to cater water from roof and non roof spaces to recharge

Speaking about Flipkart Group's water conservation initiatives, **Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group**, said, *"At the Flipkart Group, we acknowledge the importance of natural resources and are taking conscious steps to preserve them. We believe that it is our responsibility to ensure that we set in place best practices that can have a positive impact on the environment and business ecosystem at large. Our current efforts on water conservation are aligned with this intention to not only ensure conscious usage, but to also deploy the right systems to enable recycling and recharging. The Net Zero Water certification underscores our dedication to environmental stewardship and sets a new standard for water conservation in the e-commerce sector. We are committed to continuing our efforts towards achieving this status across all our operations, contributing to a more sustainable future for generations to come."*

Mr. Gurmit Singh Arora, National Chairman, Indian Green Building Council, congratulated Flipkart on this milestone achievement, stating, *"Flipkart's commitment to achieving IGBC Net Zero Water ratings for four of its facilities exemplifies their leadership in sustainability. By implementing effective water management strategies, Flipkart sets a commendable example for the industry. By adopting water-efficient practices, Flipkart becomes the first e-commerce organization to achieve Net Zero Water status for four of their facilities at different locations; thereby reducing their environmental footprint and setting a precedent for fostering a more water-resilient future."*

Flipkart is the first e-commerce organization to partner with the CII's Indian Green Building Council (IGBC) and has received the Net Zero Water certification for four of its facilities. Awarded by IGBC, this certification highlights Flipkart's position as an environmentally-conscious organization and emphasizes its strong stance in promoting sustainable practices, thereby contributing to a greener future.

Flipkart Group's efforts towards achieving Net Zero Water status are aligned with its broader sustainability goals. The Flipkart Group aims to expand these initiatives to more facilities across India, demonstrating its responsible approach towards the environment.

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.



Established 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 1.4 million 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 thousands of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart has pioneered services such as Cash on Delivery, No Cost EMI, Easy Returns, and UPI. These customer-centric innovations focus on enhancing digital payment offerings for all customers while making online shopping more accessible and affordable for millions of Indians.

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