



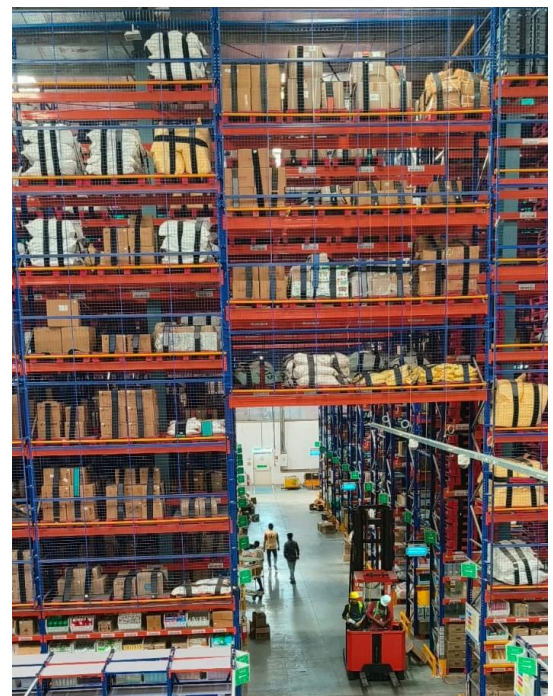
Flipkart opens its grocery fulfillment center in Hubli, Karnataka; offers next-day grocery deliveries to consumers

- *In view of rising demand for online groceries, this will be Flipkart's third grocery fulfillment center in Karnataka and will provide next-day grocery deliveries to consumers across Ballari, Davanagere, Dharwad, Shivamogga, as well as in South and North Goa*
- *Spread over 60,000 square feet and equipped with a daily dispatch capacity of over 9,000 units per day, the new fulfillment center will facilitate market access for various small businesses, MSMEs, and local farming communities*
- *Based on local consumer demands, the Hubli grocery fulfillment center will offer a wide variety of popular regional brands such as Nandini, Naga, Vijay and many more*

Hubli, Karnataka – April 11, 2024: Flipkart, India's homegrown e-commerce marketplace, has launched its new grocery fulfillment center in Hubli, Karnataka, furthering its commitment to offering next-day grocery deliveries to consumers. Based on local consumer insights, the new fulfillment center in Hubli will offer a curated selection of over 6,000 products, including the state's popular favourites such as *Nandini, Naga, and Vijay*, to name a few alongside several branded grocery items to cater to the diverse palate of regional consumers.

The online grocery market in Hubli is seeing a rapid growth with demand surging by 15 percent month-on-month. Additionally, given the unavailability of quick commerce in the region, there has been a steep increase in consumers' preferring value-based selection of groceries being delivered to their doorstep the next-day. This rise in demand has led to the launch of Flipkart's third grocery fulfillment center in the state. Through the new fulfillment center, Flipkart will not only cater to the grocery needs of consumers but also enhance the livelihood opportunities of thousands of local sellers, MSMEs, and farming communities in the region.

Spread over 60,000 square feet, this new fulfillment center has the dispatch capacity of over 9,000 orders per day across Hubli and its neighboring regions, such as **Ballari, Davanagere, Dharwad, Shivamogga, as well as those in South and North Goa**. The launch of the new fulfillment center underscores Flipkart's commitment to providing consumers convenient access to a diverse range of quality grocery products spanning categories like dairy, beverages, staples, cleaning aids, health & beauty, and general merchandise.



Speaking on the launch, **Hitesh Agarwal, E-commerce and Modern Trade Head at Eastern Condiments**, said, *"In 2024, Eastern celebrated their 40th anniversary and we value the*



partnership that Flipkart has extended to us with their wide distribution. Flipkart has been an important partner in our growth to expand the brand across our core markets. We look forward to working closely with Flipkart to drive our product ranges & combo offers to consumers in the highest quality Eastern and Flipkart are known for in the market.”

Rajneesh Kumar, Chief Corporate Affairs Officer at Flipkart Group, said, *“The launch of our third grocery fulfillment center in Karnataka has significantly improved Flipkart’s proximity to consumers in the state ensuring easy access to fresh groceries. It further bolsters our commitment to providing next-day deliveries of daily essentials to consumers at their doorstep. At Flipkart, we stay dedicated to making everyone a part of India’s digital journey while boosting the local economies. By strengthening our strategic partnership with the Farmer Producer Organizations (FPOs) and strategic investments in the state, we will continue to facilitate market entry for thousands of local MSMEs, small businesses, and farmers.”*

Commenting on the launch, **Hari Kumar G, Vice President, Head of Grocery, Flipkart**, said, *“The coastal Karnataka region has been a strong growth driver for us, and we have witnessed a rising demand for online groceries among the local consumers. With this launch, consumers will have access to a vast assortment of high-quality local selections at the right value being delivered to them the next day. The state’s business-friendly environment has motivated us to continue serving the consumers and today, we are happy to bring Flipkart’s third grocery fulfillment center in the state. We stay focused on our vision of making online shopping more seamless for consumers while making a positive impact on the overall economy of the region we operate in.”*

Hubli, earlier reliant on a grocery fulfillment center in Bangalore, will now have its own facility which brings Flipkart a step closer to its vision of offering a wide selection of quality grocery at affordable prices to consumers. Consumers who have upgraded to Flipkart’s VIP subscription can earn up to 5% SuperCoins on all their grocery purchases. In lieu of SuperCoins, Flipkart also offers ‘Grocery Pass’, thereby making the overall shopping experience more rewarding for its consumers. From voice-enabled shopping, regional language, credit offerings and open-box delivery features, Flipkart’s customer-first approach continues to revolutionize the grocery shopping experience, setting new standards for convenience, accessibility, and customer satisfaction in the online marketplace.

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.

For more information, please write to media@flipkart.com