Flipkart Grocery records 1.6X y-o-y growth; over 50 percent of grocery deliveries carried out using electric vehicles

- *Flipkart Grocery is the **only** e-commerce player to offer next-day deliveries in **over 200 cities** including metros such as **Bangalore, Chennai, Kolkata, Mumbai, New Delhi**, and tier 2+ towns such as **Anantapur, Berhampore, Gorakhpur, Moradabad, Nagaon, Saharsa, Shimoga, Vellore,** among several others*
- *Value offerings, convenient delivery slots as per customers' choice, relevant and wide selections of fresh groceries have helped drive growth*
- ***Over 50 percent** of grocery deliveries made through electric vehicles (EVs) and overall **140 percent y-o-y** EV growth recorded*
- *Using homegrown technology, Flipkart has been able to identify high-demand hotspots and address consumer needs across India*
- *Top products include oil, ghee, atta, packaged food, along with FMCG items such as tea, coffee, beverages, and detergents, among others*

Bengaluru, May 21: Flipkart, India's homegrown e-commerce marketplace, has recorded a **1.6X y-o-y growth** in its grocery business. This significant milestone is a testament to Flipkart's commitment to providing the best online shopping experience to pan-India consumers with a wide selection of daily essentials at great prices and convenience.

<u>Value and Convenience Drive Growth:</u>
Being a customer-first organization, Flipkart Grocery ensures the provision of fresh produce at affordable prices. To bolster consumer trust, all its products mention manufacturing and expiry dates thereby ensuring utmost transparency and freshness. As part of its expansion journey, Flipkart is deepening its reach in metros such as **Bangalore, Chennai, Kolkata, Mumbai and New Delhi** as well as in tier 2+ towns across Bharat, with consumers driving growth in cities like **Aurangabad, Bankura, Bokaro, Chhatarpur, Guwahati, Jamshedpur, Krishnanagar, and Visakhapatnam**, reflecting its popularity among diverse demographics.

Pioneering accessibility and quick service, Flipkart Grocery is the **only e-commerce company that offers next-day delivery in over 200 cities**, including metros such as **Bangalore, Chennai, Kolkata, Mumbai, New Delhi**, and T2+ towns like **Anantapur, Berhampore, Gorakhpur, Moradabad, Nagaon, Saharsa, Shimoga, Vellore,** among several others. With a wide array of products being offered at a **starting price range of Rs. 5**, consumers from these cities have shown strong inclination towards affordability, further cementing Flipkart Grocery's position as a value destination for e-grocery shoppers.

In terms of high-performing categories, Flipkart has witnessed a **1.6X growth** in essential staples such as oil, ghee, atta and FMCG favorites such as tea, coffee, personal care, and

detergents. Flipkart has also recorded strong growth across essential and non-essential items, with a notable surge in premium categories such as **liquid detergents by 1.8X, dry fruits by 1.5X, and energy drinks by 1.5X**, among others.

Infrastructure expansion to cater to growing demand:

In an effort to cater to the rising demand for daily essentials, Flipkart has strengthened its grocery supply chain infrastructure across the country with the launch and expansion of **11 grocery fulfillment centers** across key locations such as **Ahmedabad, Bhubaneswar, Chennai, Hubli, Hyderabad, Kolkata, Ludhiana, Malda, Patna, Sonipat in Delhi NCR, Visakhapatnam**, and others. With the combined size of over **12.14 lakhs sq. ft.** and a capacity of close to **20.9 lakhs units**, these fulfillment centers serve **1.6 lakhs grocery orders per day** across these regions. Building a resilient supply chain network is one of the key pillars of Flipkart's growth strategy and helps bring the ease of online grocery shopping to more customers in the country.

Technological innovations boost excellence:

Powered by home-grown technology, Flipkart has optimized its operations to efficiently cater to the surge in online grocery demand. Voice-enabled shopping, zero-interest credit, and open-box delivery, among other features, have been key pillars in furthering Flipkart's commitment to enhancing its customers' shopping experience. The company's in-house tech teams leverage data insights to offer great prices, locate customer hubs for proximity, and ensure real-time monitoring of deliveries, thereby revolutionizing the e-commerce landscape.

Focus on sustainability:

In line with its commitment to sustainability, Flipkart has made significant strides in environmental responsibility. At present, **over 50 percent** of grocery deliveries are covered on EVs, with Flipkart marking a **y-o-y increment of 140 percent**. Leading in states such as **New Delhi, West Bengal, Maharashtra, Karnataka, Telangana, and Tamil Nadu**, Flipkart continues to focus on building a greener future. Among other initiatives towards achieving its sustainability goals, Flipkart delivers groceries to consumers in reusable totes and uses eco-friendly cardboard

shreds to protect any delicate items. This helps in optimizing packaging by reducing waste in its supply chain and minimizing overall environmental impact.

Hari Kumar G, Vice President, Head of Grocery, Flipkart, said, *"Flipkart's growth in the grocery category reflects our unwavering commitment to building innovation and customer-centricity for emerging categories while offering the right value to consumers for their*

everyday grocery needs. As we expand our footprint and enhance our service offerings, we remain dedicated to delivering unparalleled convenience to millions of customers across India.

At Flipkart, we are determined to set new standards in the digital grocery landscape, ensuring that Flipkart continues to be the preferred choice for customers, and we stay focused on making e-grocery accessible to all customers nationwide. With a dynamic team and a customer-first approach, we are poised to revolutionize how India shops for groceries online."

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