



## **Flipkart expands operations in Uttar Pradesh with two new Fulfillment Centers; aims to boost MSMEs growth and support UP's Path to \$1 Trillion Economy**

- *Two new fulfillment centers (FCs), virtually inaugurated by the **Hon'ble Chief Minister of Uttar Pradesh Shri. Yogi Adityanath**, has a combined area of over **5 lakh sq. ft.***
- *Aims to create over **3,600** direct and indirect job opportunities, drive regional economic growth, support local MSMEs and delight millions of customers*
- *Flipkart has generated over **7 lakhs** direct and indirect jobs in the state of Uttar Pradesh with over **65** facilities, including Motherhubs, Grocery, Large, Non-Large and other Delivery hubs*
- *In line with its commitment to the **One District One Product (ODOP) program**, Flipkart has supported the sale of district-specific products from Uttar Pradesh, recording over **₹1,600 crores** in sales*

**Uttar Pradesh – August 30, 2024:** Flipkart, India's homegrown e-commerce marketplace, announced the grand opening of two new Fulfillment Centers (FCs) in Uttar Pradesh. The facilities include an FC and sortation center in Unnao and a sortation center along with a Grocery FC in Varanasi. The technologically advanced facilities, covering over **5 lakh sq. ft** of storage space, were virtually inaugurated by the **Hon'ble Chief Minister of Uttar Pradesh, Shri. Yogi Adityanath.**

These new Fulfillment Centers aim to streamline delivery times and increase efficiency across numerous pincodes while creating more than **3,600** direct and indirect employment opportunities. The new Grocery fulfillment center in Varanasi and the non-large facility in Unnao will provide an expansive selection of products to its customers, ranging from local to established brands.

**During the virtual inauguration, Yogi Adityanath Ji, the Hon'ble Chief Minister of Uttar Pradesh, highlighted the significant role this expansion will play in boosting economic growth in the state. During his address, Yogi Adityanath Ji remarked,** "Flipkart's substantial investment in Uttar Pradesh is a testament to the state's growing reputation as an emerging industrial and entrepreneurial hub. These fulfillment centers are not only generating large-scale employment but also empowering the state's MSME units by providing them with a pan-India reach. Millions of customers can benefit from Flipkart's advanced supply chain, which seamlessly processes a large number of orders every day."

Speaking about the development and echoing these sentiments, **Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group**, said, *"With the government's continued focus on creating a conducive business environment and fostering innovation, Uttar Pradesh offers enormous potential for entrepreneurial growth and success. It has become one of the leading states in e-commerce adoption and seller empowerment. With our strategic investments in Uttar Pradesh and our wide marketplace ecosystem, we aim to strengthen local communities, MSMEs, farmers, and ancillary businesses by supporting their digital transformation journey.*



*The efforts towards enhancing infrastructure, with a growing network of fulfillment centers, will ensure faster and more reliable deliveries to customers. Through key initiatives like Flipkart Samarth, Samarth Krishi and the launch of the new FCs in the state, Flipkart is creating thousands of employment opportunities, thereby supporting Uttar Pradesh's goal of becoming a \$1 trillion economy by 2027. The opening of FCs across cities is also a testament to our commitment to meet the evolving needs of customers efficiently.”*

Over the years, Flipkart has established a combined area of over **15 lakh sq. feet** of Grocery FCs, Mother Hubs, Last Mile, and Jeeves F1 hubs in Uttar Pradesh, generating over **7 lakh** direct and indirect jobs. Flipkart has also partnered with the state government on multiple initiatives fortifying market access, linkage and growth for the MSME sector.

Besides initiatives such as Flipkart Samarth and Samarth Krishi, Flipkart has collaborated with the state government for their ODOP program where it has created a dedicated microsite for sellers from the districts of Uttar Pradesh, assisting MSMEs on the ease of doing business online. In line with the commitment to the One District One Product (ODOP) program, Flipkart has supported the sale of district-specific products from Uttar Pradesh, recording over ₹1,600 crores in sales. Flipkart's Jeeves has partnered with the UP Skill Development Mission to certify technicians under Skill India.

Flipkart Grocery currently serves over 1,800 cities and 10,000 PIN codes across India. It has strengthened its operations to meet the growing nationwide demand. To enable greater inclusivity and assist customers in their shopping journey, Flipkart has made its app available in 12 Indian languages. Flipkart is also continually improving the user experience on its platform with features such as voice-enabled shopping, credit offerings, open-box delivery, and more.

### **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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