



Flipkart drives ecosystem opportunities through expanded Supply Chain network and workforce hiring, ahead of The Big Billion Days 2024

- ~ *Flipkart's supply chain will create over 1 Lakh new jobs across 40+ regions this festive season*
- ~ *It has further strengthened its PAN-India supply chain network with the launch of 11 fulfillment centers across the country, spanning over 1.3 million sq ft, to meet the growing demand*

Bengaluru – 04 September 2024: Flipkart, India's homegrown e-commerce marketplace, is ready to redefine excellence through another remarkable edition of its annual flagship event, The Big Billion Days (TBBD) 2024. Ahead of TBBD 2024, Flipkart has launched 11 new fulfillment centers (FCs) across nine cities, bringing the total number of FCs in India to 83. With its commitment to socio-economic development, Flipkart remains focused on enabling employment opportunities, creating over 1 Lakh new jobs within its supply chain across the country. This aims to strengthen Flipkart's operational capabilities while empowering local communities and driving economic growth during this year's festive season. The roles encompass various supply chain verticals, including *inventory managers, warehouse associates, logistics coordinators, kirana partners and delivery drivers.*

Leveraging innovative technology, Flipkart is ensuring seamless supply chain operations, optimized inventory management, and improved product availability to meet the rising demand, particularly during the upcoming festive season. From automated warehouses to data driven decision making, Flipkart has implemented tech solutions to enhance operational efficiency and customer satisfaction.

Hemant Badri, Senior Vice President and Head of Supply chain, Customer Experience, and ReCommerce, Flipkart Group, said, *"TBBD is not limited to Flipkart's flagship event alone - it is a celebration that brings an entire ecosystem together for the festive season. With our expanded Supply Chain network, we are poised to meet the growing demands of our customers and provide them with an unparalleled shopping experience. Through a robust, efficient and sustainable supply chain, we intend to not only meet customers' needs, but also drive economic growth and development through meaningful opportunities that have a lasting impact on the communities we serve. This includes enabling growth opportunities for our kirana partners, who play a role in ensuring festive deliveries even in remote regions PAN India. Our employee force forms the backbone of our Supply Chain and this year, we are proud to increase this strength even further. Our goal is to revolutionize the e-commerce landscape in India by setting new standards for delivery speed and efficiency."*

The Supply Chain expansions are aimed at boosting Flipkart's shipment delivery capacity, ensuring faster and more reliable delivery services during TBBD 2024. Additionally, comprehensive skilling and training programs have been planned for new workers in the run-up to the festive season, ensuring they are well-prepared to handle the surge in demand. The new hires will also contribute to Flipkart's supply chain diversity vision, with a focus on employing more



women, people with disabilities and those from the LGBTQAI+ community, reflecting the organization's commitment to maintaining an inclusive workplace.

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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