



## **Flipkart boosts supply chain capabilities in Madhya Pradesh with the launch of a new Fulfillment and Sortation Center in Indore**

- *Spanning 1.59 lakh sq. ft., the new Fulfillment and Sortation Center will boost delivery speed, create over 600 new local jobs, and serve all the pin codes across the state*
- *Flipkart Samarth in collaboration with the National Rural Livelihood Mission (NRLM), hosts a workshop for over 70 rural women and Self-Help Groups (SHGs) to empower local communities*

**Indore, Madhya Pradesh - November 14, 2024:** Flipkart, India's homegrown e-commerce marketplace, has launched a state-of-the-art Fulfillment and Sortation Center (FSC) in Indore, Madhya Pradesh, spanning 1.59 lakh sq. ft. This strategic investment will accelerate delivery speeds across the state, create over 600 new local jobs, and serve all pin codes in the region, highlighting Flipkart's commitment to infrastructure development and regional growth. The event was graced by **Shri Shankar Lalwani, Honorable Member of Parliament** and **Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group**, among other dignitaries, marking a significant milestone in Flipkart's expansion efforts in Madhya Pradesh.

The new FSC spans 1.59 lakh sq. ft., equipped with advanced conveyor automation technology. With a monthly dispatch capacity of over 18 million orders, the facility will accelerate delivery speeds across pin codes in Madhya Pradesh. This initiative is set to create over 600 jobs, with inclusive hiring for over 100 female contractors and 11 persons with disabilities.

**As part of its Flipkart Samarth initiative, Flipkart, in collaboration with the National Rural Livelihood Mission (NRLM)**, hosted a workshop in Indore for over 70 rural women and Self-Help Groups (SHGs) in the presence of **Shri Shankar Lalwani**. This initiative empowers local communities by providing access to Flipkart's e-commerce platform, promoting sustainable livelihoods and digital inclusivity.

The program held at Ahilyabai Holkar Auditorium featured **Shri Shankar Lalwani, Honorable Member of Parliament**, who, while discussing the achievements of Prime Minister Shri Narendra Modi, emphasized that the country cannot progress unless women are empowered. He stated that the Prime Minister's vision is for half the population of our country to become self-reliant, which requires them to be digitally proficient. Praising Flipkart, Shri Lalwani said that such training will undoubtedly empower our mothers and sisters to become self-reliant and contribute to the development of the country.

Speaking on the occasion, **Mr. Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group**, said, *"Flipkart is committed to driving inclusive growth and digital empowerment across India. The launch of our new fulfillment center in Indore, Madhya Pradesh along with our engagement with rural communities, reflects our dedication to fostering sustainable development and supporting MSMEs and creating new local jobs. By equipping communities with the necessary tools, market access, and a strong supply chain, we are helping them build sustainable livelihoods and play an active role in India's broader economic development."*



Flipkart continues to strengthen its presence in Madhya Pradesh, with over 42,000 sellers on its platform. Partnerships with the Madhya Pradesh Industrial Development Corporation and Khadi & Village Industries Board further reinforce Flipkart's support for local enterprises.

### **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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