



Flipkart Minutes reshapes Quick Commerce in India with 900+ categories, 50% month-on-month growth and more than 50 million unique visitors in its first year

- *Operational in **19 cities** and more than **2,900 pincodes**, Flipkart Minutes has seen **50%** month-on-month growth and over **50 million** unique visitors since its launch in August 2024*
 - ***Nearly 60%** users are placing repeat orders within 14 days*
- *Non-metro cities like **Ambala, Guwahati, Jaipur, Lucknow, Kanpur, and Patna**, among others, have emerged as top growth markets for Flipkart Minutes*
- *Strong response in the mobile category, with nearly **5 lakh units** sold in the past year*
- *Partnered with more than **1,000** farmer-producer organizations (FPOs) to empower farmers and deliver fresh produce to consumers' doorsteps*

Bengaluru - August 18, 2025: Flipkart, India's homegrown e-commerce marketplace, today marked the one-year anniversary of its quick commerce offering, Flipkart Minutes. Since its launch in August 2024, Flipkart Minutes has emerged as the fastest-growing quick commerce platform in the country, registering **50%** month-on-month value growth and attracting more than **50 million** unique visitors in its first year. Powered by Flipkart's robust supply chain infrastructure and guided by a customer-first approach, Minutes has consistently ensured convenience, speed and reliability for customers, fulfilling millions of orders across **19 cities** covering **more than 2,900 pin codes**. It has also created a significant socio-economic impact by generating over **1 lakh jobs** across its delivery and micro fulfillment store operations to meet the platform's rapidly growing consumer demand.

Flipkart Minutes operates across Tier 1 and Tier 2 cities, including *Ahmedabad, Ambala, Bengaluru, Chennai, Delhi NCR (Gurgaon, Noida, Ghaziabad, Faridabad), Guwahati, Jaipur, Kolkata, Kanpur, Lucknow, Mumbai, Pune, Patna, Thane*, and more. With a sharp focus on customers, it has witnessed high customer retention with **nearly 60%** users placing repeat orders within 14 days. The platform is powered by Flipkart's advanced logistics infrastructure (E-Kart) and proprietary technology stack, including real-time inventory sync, AI-led demand forecasting, dynamic routing, and smart substitutions, all enabling high fill rates and faster order completion.

Minutes has seen strong traction among Gen Z, working professionals, and urban households, with non-metro cities like **Ambala, Guwahati, Jaipur, Lucknow, Kanpur, and Patna** emerging as key drivers of demand. It currently offers curated products across **900+** categories, including high-demand segments such as daily essentials, beverages, personal care, and electronics, among several others. Notably, it is also India's first hyperlocal platform to enable real-time smartphone exchange, further expanding its value proposition for urban and non-metro consumers alike.



One Year of Flipkart Minutes - At a Glance

- Live in **19** cities and over **2,900** pin codes, serving millions of Indian households
- Over **900** product categories made available for faster-than-ever delivery
- Nearly **60%** of customers placed a repeat order within 14 days of their first purchase
- Top-performing cities include **Delhi, Bangalore, Mumbai, Kolkata, and Pune**
- Most ordered categories include **daily essentials, beverages, personal care and electronics**
- Non-metro cities like **Ambala, Guwahati, Jaipur, Lucknow, Kanpur, and Patna** are emerging as key drivers of demand
- Seeing strong traction in the mobiles category, with nearly **5 lakh units** sold in the past year
- India's first hyperlocal platform to enable real-time smartphone exchange
- Close to **20 lakh** units of consumer electronics were delivered within the first year of operations

Beyond speed and convenience, Flipkart Minutes has expanded its ecosystem by partnering with **nearly 200** direct-to-consumer (D2C) brands, helping them reach customers faster through hyperlocal fulfillment and enhanced brand visibility. It has also onboarded **more than 1,000** Farmer Producer Organisations (FPOs) to supply fresh produce directly to consumers' doorsteps while enabling better price realisation for farmers and fresher access for customers. Through this initiative, the platform is empowering farming communities by actively educating them on improved yield practices and contributing to their long-term livelihood improvement.

Kabeer Biswas, Vice President, Flipkart Minutes, said, "Powered by a strong operating model and growing customer trust, Flipkart Minutes has emerged as one of India's fastest-growing quick commerce platforms. In just one year, Flipkart Minutes has scaled significantly, with a growing base of consumers who trust us for their everyday essentials and more. Flipkart Minutes' strong month-on-month growth over the past year reflects our commitment to building a fast, reliable, and inclusive quick commerce ecosystem. We have focused on a scaled and reliable offering, expanding into Tier II cities to drive demand for convenience beyond the metros. We remain dedicated to delivering consistent, high-quality customer experiences through data-led infrastructure, localized execution, and a strong partner network. As India's digital commerce landscape continues to evolve, Flipkart is focused on developing systems that are inclusive, sustainable, and responsive to the diverse needs of our customers."

Speaking about this milestone, **Hemant Badri, Senior Vice President and Head of Supply Chain, Customer Experience, Re-Commerce and Minutes, Flipkart** said, "At Flipkart, we are committed to building a strong technology driven supply chain that enhances customer experience and supports India's growing digital commerce ecosystem. Flipkart Minutes has rapidly become an essential part of how India shops for daily essentials and more. This has



been enabled by Ekart's robust last-mile network, which continues to play a pivotal role in driving reliability and scale. We remain committed to delivering consistent, high-quality customer experiences through data-driven infrastructure, localized execution, and a strong partner network. As we continue to grow, our focus is on deepening our presence, expanding category relevance, and creating inclusive opportunities for gig workers and partners."

As Flipkart Minutes enters its second year of operations, the focus remains on strengthening its technology backbone, expanding into new cities that are witnessing increased demand for quick commerce, deepening partnerships with brands and FPOs, and enhancing the overall customer experience. With speed, selection, and value at its core, Flipkart Minutes is well-positioned to lead the next phase of India's quick commerce evolution, delivering not just products but unparalleled convenience to millions of households every day.

About Flipkart

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Cleartrip and super.money.

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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