



Flipkart Launches Micro Fulfillment Centers in Kanpur under 'Flipkart Minutes' to Enable Quick Delivery

- *Enables quick delivery of an expansive basket of daily essentials, including packaged food, personal care, mobiles, large appliances, and electronics, among several others*
- *Leveraging regional consumer insights, the micro fulfillment centers will offer a wide variety of locally popular brands such as **Gowardhan, Goldiee, Ananda, Rajdhani, and Priyagold** among others*
- *Flipkart Minutes works with thousands of farmers and Farmer Producer Organizations (FPOs) to make fresh produce available to consumers while enabling sustainable growth for the community*

Kanpur – August 13, 2025: Flipkart, India's homegrown e-commerce marketplace, announced the launch of **Micro Fulfillment Centers (MFCs)** in Kanpur as part of its quick commerce offering, **Flipkart Minutes**, reinforcing its commitment to delivering daily essentials in minutes and ensuring convenience, speed, and value for consumers. The MFCs are located in key areas, such as **Swaroop Nagar, Indira Nagar, and Shyam Nagar** among others with more than **10,000** SKUs available across grocery, mobiles, electronics, and other categories. To cater to consumers' diverse palates, several locally popular brands, including **Gowardhan, Goldiee, Ananda, Rajdhani, and Priyagold** among others, are now available for consumers to choose from.

Strategically located to serve high-demand zones in Kanpur, these MFCs are designed to support hyperlocal deliveries across a wide selection of daily essentials and other frequently ordered categories. Flipkart works with more than a thousand local sellers and FPOs across Kanpur to make fresh fruits and vegetables available to consumers. Backed by robust supply chain networks and AI-driven demand forecasting, Flipkart Minutes works closely with farmers to enable sustainable growth and equip them with strategic guidance while providing access to the national market for long-term growth.

Kabeer Biswas, Vice President, Flipkart Minutes, said, *"The launch of Micro Fulfillment Centers in Kanpur under Flipkart Minutes is a step forward in our quick commerce journey. This move will deliver faster, more convenient access to daily essentials, strengthen our ties with local communities, and generate new job opportunities. We are committed to building a tech-enabled, inclusive commerce ecosystem that benefits customers, small businesses, and farmers alike."*

The MFCs complement Flipkart's existing large-scale supply chain infrastructure in the region, which is spread across various locations, including grocery, large, and non-large fulfillment centers. The combined expansion of extensive and micro-fulfillment infrastructure is expected to generate thousands of direct and indirect job opportunities spanning warehousing, logistics, and last-mile delivery operations in Kanpur and nearby regions.



About the Flipkart Group

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.

For more information, please write to media@flipkart.com