



16X y-o-y growth in orders in H2 2025 and over 53 million unique visitors: Flipkart Minutes showcases tremendous growth with deepened reach into 30+ new cities; Gen-Z led the platform adoption while fruits and vegetables accounted for 45% of every basket

- *Flipkart Minutes strategically scaled its 10-minute delivery promise across more than **30 new cities** in 2025, with a dramatic increase in **metros, tier 1 and tier 2+ regions**, accelerating service availability in cities like **Chennai, Hyderabad, Pune, Kanpur, Bihar Sharif, Mohali, Rohtak, Durgapur, Hajipur, Meerut, and Arrah**, among several others*
- ***Gen Z** consumers in the age range of 15 to 25 years old led the platform adoption, followed by the student cohort*
- *Demonstrating strong customer loyalty, **more than 6 lakhs** customers became power users, placing a repeat order within **7 days***
- ***Fruits & vegetables** remained one of the leading offerings accounting for an impressive **45%** of every basket*
- *Categories like **home furnishing, home decor, premium electronics, and mobiles** fueled growth in H2 as against H1 2025. Air purifiers, gold and silver coins, mobile accessories and so on registered strong traction*
- *Creating an impactful farm-to-door network, Flipkart Minutes sourced a massive fresh produce pipeline **directly from over 2000 farmers**, generating sustainable income and significantly bolstering local economies*
- *Flipkart Minutes onboarded several national and emerging D2C brands, including **Mondelez, Daawat, Suhana, Anand Sweets, Taali Foods, Bikanerwala, Biswa Bangla, Nanihaal**, to name a few, providing them with critical hyperlocal visibility and an unparalleled national platform for accelerated market reach*
- *Sustainability continued to drive operational excellence with Flipkart Minutes introducing eco-friendly **green packaging**, and **more than 10 million** orders being delivered through electric vehicles this year*

Bengaluru - December 11, 2025: Flipkart's quick commerce offering, **Flipkart Minutes**, concluded 2025 with an unprecedented performance, fueled by growing customer loyalty, rampant geographic expansion, and deeper engagement across high-demand categories. The platform has recorded **16X growth in orders in H2 2025** and **over 53 million unique visitors** this year, with **Gen Z** leading the platform adoption, followed by the student cohort. This was further cemented by soaring customer loyalty, with **more than 6 lakhs** customers placing a repeat order within **7 days**. Flipkart Minutes launched operations in more than **30 new cities** this year, with a strong focus on tier 2 and 3 regions, reflecting Flipkart's vision of building a nationwide, neighbourhood-led fulfilment network that combines speed, access, and affordability.



Hemant Badri, Senior Vice President and Head of Supply Chain, Customer Experience, Re-Commerce and Minutes, Flipkart Group, said, *“Flipkart Minutes is no longer just gaining momentum; it is fundamentally redefining quick commerce in India. This year, backed by Flipkart’s robust operational capabilities, we have delivered reliability at scale, earning the deep trust of our customers across the nation. We’ve witnessed phenomenal engagement, with repeat businesses confirming the critical role Minutes now plays in their lives.*

Our sustained growth is fueled by a precision-engineered, technology-led supply chain and a healthy partner ecosystem that ensures we fulfill every order flawlessly. As we look ahead, our focus is unwavering: to strengthen access, diversify our assortment, and embed the Minutes experience seamlessly into the daily rhythm of every household across Bharat.”

Solidifying strategic presence across high-growth metros and thriving cities of Bharat

Flipkart Minutes strategically expanded its footprint across both India’s largest metros and high-potential tier 2 and 3 regions. The platform extended its 10-minute promise to several metros such as **Chennai, Hyderabad, Kolkata, Pune, Jaipur, Ahmedabad, Lucknow, Kanpur, Patna, and Guwahati** among others and continues to accelerate to ensure consumers’ needs are addressed instantly for both planned restocking and critical urgent requirements.

To meet the surging demand, Flipkart Minutes scaled-up its presence in key tier 2 and tier 3 new city corridors, including **Mohali, Hajipur, Arrah, Bihar Sharif, Rohtak, Asansol, Durgapur, Panchkula, Zirakpur and Muzaffarpur, Sonipat** among many more. The rapid growth is underpinned by Flipkart’s core strengths: sophisticated real-time inventory planning, a reliable last-mile network, and localised, city-specific assortment strategies.

Fresh produce strengthened through a wide network of farmers

Fresh produce remained a powerful catalyst, driving significant adoption for Flipkart Minutes. Leveraging one of its key initiatives, Samarth Krishi, the platform collaborated and sourced fresh produce directly from **over 2000 farmers**, enabling a direct farm-to-home supply chain that elevated freshness and affordability. This year, **fruits and vegetables** were one of the leading items consistently making up an impressive **45%** of every basket. Flipkart Minutes directly impacted thousands of farmers by training and enabling them to improve their yields, gain access to the national market, and hold more negotiating power. Flipkart Minutes provided customers access to fresh produce starting at ₹9, while farming communities benefitted from predictable demand, improved price realisation, and enhanced post-harvest practices.

Daily essentials, fresh produce, and trend-led categories drive momentum

Demand across 2025 was anchored in essentials such as fruits and vegetables, beverages, dairy, snacks, and home care, which remain the backbone of daily orders. **Beauty and personal care** emerged as high-growth categories, driven by customers seeking immediate access to grooming and skincare products. The **gems and jewellery, premium electronics, home decor, and mobiles**, among other categories, delivered the strongest performance, with nearly **10X** increase in demand in H2 as compared to H1 of 2025. Lifestyle and discovery-led segments also continued to expand, such as women’s westerns, men’s ethnic, makeup, and personal healthcare, to name a few.



Repeat orders are rising as customers build high-frequency habits

Repeat-order behaviour is emerging as a key indicator of momentum for Minutes. In leading markets such as **Bengaluru, Kolkata, Mumbai, and NCR** with customers placing an average of more than **5 million orders per month**, signalling habit formation and deepening trust in the service model. Several stores are also showing consistent performance on orders per store, with a fast ramp-up in new clusters and a higher frequency in mature zones.

Enabling growth for regional brands and digital-first sellers

Flipkart Minutes continues to expand market access for regional and digital-first brands, which have helped scale their businesses significantly. This year, Flipkart Minutes forged strategic collaborations with **over 200** digital-first brands at a national and regional level. Companies like **Mondelez, Daawat, Suhana, Anand Sweets, Taali Foods, Biswa Bangla, Nanihaal, Cycle Agarbatti, Mysore Sandal Soap**, among others, were brought on board to widen the regional selection for consumers across cities and help D2C brands reach a wider set of consumers through Flipkart Minutes' strong hyper-local presence.

Sustainability driving operational excellence

This year, Flipkart Minutes reinforced its commitment to building a sustainable ecosystem by introducing green packaging at every store level. So far, **over 2 million customers** have adopted and supported this initiative, which proves consumers' belief in the vision and service model of Minutes. Additionally this year, **more than 10 million** deliveries were fulfilled through electric vehicles, aligning with Flipkart's efforts towards reducing carbon footprint and building a more responsible and resilient industry.

Technology-led and consumer-focused efforts to enhance convenience and build loyalty

Flipkart Minutes' performance is anchored in the technological and operational capabilities of the Flipkart Group. The service leverages AI-driven demand forecasting, real-time inventory synchronisation, automated dark-store operations and intelligent routing, enabling accurate fulfilment and consistent delivery timelines even during peak hours. The smartphone exchange programme, offering real-time valuation and doorstep pickup, remains a differentiated capability for high-value purchases, thereby redefining the convenience of online shopping.

In 2025, the rising demand for quick commerce underscores its role as an integral part of modern households' shopping experience in India. As adoption broadens across cities, Flipkart Minutes continues to build on Flipkart's operational and technology strengths, delivering the value, quality, speed, and convenience that customers expect in their daily routines.

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