



Flipkart expands its warehousing network in Gujarat to support thousands of local sellers and to cater to growing e-commerce demand

- Adds four new Supply chain facilities with nearly 5 lakh square feet area, creating more than 5,000 direct and indirect local job opportunities
- Fresh investment will help support the growing customer demand for e-commerce services in the state while supporting the growing seller ecosystem and strengthening local economy

Ahmedabad - August 5, 2021: Flipkart, India's homegrown e-commerce marketplace, today announced the expansion of its supply chain in Gujarat with the addition of four new supply chain facilities to support local sellers from the state and to cater to the growing demand for e-commerce. The expansion of the supply chain in Gujarat is a testament to Flipkart's commitment to serving customers from the state and nearby region in a fast and seamless manner and contributing to its economic growth by enabling market access to MSMEs & other local sellers.

The new facilities are located in Ahmedabad and Surat, and are collectively spread across an area of nearly 5 lakh square feet, helping create more than 5,000 direct and indirect local jobs in the state. This will further help strengthen the support for close to 35,000 local sellers from Gujarat to get national market access while ensuring wider selection and faster deliveries for the customers.

The addition of new facilities will also augment Flipkart's capabilities to cater to more consumers, including lakhs of first-time e-commerce customers as the region witnesses robust demand for e-commerce services. Interestingly, over 52% of new Flipkart consumers are from tier-II and beyond cities, a testament to the growing adoption of e-commerce services and more opportunities for sellers from these regions. These fresh investments by Flipkart in the state will support thousands of small businesses. Overtime, the Flipkart group has created over 1.3 lakh direct and indirect local jobs in the state, while bringing market access to under-served communities in Gujarat.

Shri Vijay Rupani, Chief Minister, Government of Gujarat, while lauding Flipkart's investment and efforts in the state said, "Gujarat understands the importance of trade in bringing prosperity in the lives of sellers and fulfilling customers' varied requirements. E-commerce has played a pivotal role in taking the local seller ecosystem to a pan-India customer base and it's heartening to witness the expansion of Flipkart's supply chain in the state which will create thousands of direct and indirect job opportunities and open new avenues for thousands of MSMEs, local traders and artisans. The Gujarat Government is committed to the overall development of the state including the building of an enabling ecosystem for e-commerce by working closely with industry leaders like Flipkart to spur growth in the region."

Commenting on the launch of the new fulfilment centre, **Kalyan Krishnamurthy, Group CEO, Flipkart**, said, "A robust supply chain has a cascading impact on almost all aspects of trade and business. Over the past many years, Flipkart has made heavy investments in a world class, tech enabled supply chain and last mile infrastructure that has created lakhs of local jobs and has



been pivotal to path-breaking customer experiences. With a strengthened supply chain presence in Gujarat we will be able to further support MSMEs, sellers from Gujarat and thousands of Kirana partners from the state, while creating thousands of additional local jobs. We appreciate the support from Hon'ble CM Shri Vijay Rupani ji & the State government and are committed to be partners in progress & inclusive growth."

Over the past few years, Gujarat has emerged as a strong market for e-commerce with lakhs of new customers, sellers and kirana partners taking to e-commerce to meet their requirements while making use of the entrepreneurship opportunities it offers.

Earlier this year, Flipkart signed a Memorandum of Understanding with the Gujarat State Handloom and Handicrafts Development Corporation Ltd. This is part of the Flipkart Samarth initiative, aimed at bringing thousands of artisans, weavers and craftsmen from across the country into the fold of e-commerce, helping them set up their business on the Flipkart Marketplace in an efficient, transparent and cost-effective manner.

In addition to this, Flipkart is making e-commerce more inclusive for customers from the West, as the Flipkart app has a language interface in 11 Indian languages, including Hindi, Gujarati and Marathi amongst other key Indian languages.

About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, and Cleartrip. The Group is also a majority shareholder in PhonePe, one of the leading Payments Apps in India.

Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's digital commerce revolution, with a registered customer base of more than 350 million, offering over 150 million products across 80+ categories. Our efforts to democratize commerce in India, drive access and affordability, delight customers, create lakhs of jobs in the ecosystem, and empower generations of entrepreneurs and MSMEs have inspired us to innovate on many industry firsts. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations have made online shopping more accessible and affordable for millions of Indians. Together with its group companies, Flipkart is committed to transforming commerce in India through technology.

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