

## **Press Release**

### **Flipkart adds 'Next Day Delivery' to its inventory**

*For an additional payment of Rs 90 get your orders delivered the very next  
Will initially be available in Delhi, Mumbai, Chennai, Kolkata, Bangalore, Pune, Ahmedabad  
and Hyderabad*

**Bangalore, 03 December:** Flipkart.com, one of India's leading online marketplaces has launched the 'Next Day Delivery' service. As the name suggests customers now have the option to fast track deliveries by paying Rs 90.. This service will be launched in the top eight cities of the country (Delhi, Mumbai, Chennai, Kolkata, Bangalore, Pune, Ahmedabad and Hyderabad) initially and will gradually percolate to the rest of the geography that Flipkart covers. This makes Flipkart the only player in the e-retail space in India to introduce such a feature.

Speaking about the launch, Mr Ravi Vora, Sr Vice President of Marketing for Flipkart said, "Flipkart has always strived to push the boundaries in terms of service quality and customer satisfaction. A lot of our users have come back to us with suggestions with regard to a quicker delivery mechanism and the Next Day Delivery service is a result of this feedback, We want to be able to provide our customers with an unparalleled shopping experience whether it involves the availability of a wide range of categories, a plethora of sellers or a robust order fulfilment mechanism".

The introduction of this service enriches the buying experience where now customers can lay their hands on their purchases the very next day. The Next Day Delivery service also now makes it possible for customers to ensure that any last minute or urgent purchases are delivered when required.

**About Flipkart:** Flipkart.com is the largest e-commerce platform in India and has been operational since 2007. Today it offers products across 17+ categories along with a slew of innovative features.

**For media queries, contact:**

**Flipkart:**

Payal Banerjee, Ph. +91 9916688990

Email: payalb@flipkart.com

**Genesis Burson-Marsteller:**

Prathibha Das, Ph. +91 9538021300

Email: Prathibha.Das@bm.com

Abhay Parameswar, Ph. +91 962 001 2295

Email: parikshith.sankritya@bm.com