



By Liam O'Callaghan

Thursday 30th July 2020, 8:43 GMT

## *Flipkart builds delivery capacity*

Leading Indian e-commerce company announces hyperlocal delivery service to provide products within 90 minutes



**F**lipkart has launched Flipkart Quick, a new hyperlocal delivery service that dispatches a range of products including fresh produce within 90 minutes.

The Indian e-commerce platform is set to give consumers access to fruit and vegetables and a range of 2,000 products from Flipkart hubs near their location.

Consumers can choose to order in the next 90 minutes or book a two-hour slot as per their convenience. They can also place orders any time of the day, and get their orders delivered between 6am to midnight.

Sandeep Karwa, vice president

of Flipkart, said Indians preferred shopping locally and Flipkart Quick will connect networks of neighbourhood kirana stores with the Flipkart platform.

"Hyperlocal capabilities can be described simply as building connections between locally available products and consumers in a particular area," Karwa.

"This is a great model for India as households of all sizes are already used to their neighbourhood kirana stores. In fact, Indian families are so comfortable with what we call the 'hyperlocal context', that there is a tendency to develop deep, familial ties with vendors, shopkeepers and service providers - now with the convenience of e-commerce," he added.

"While we start with our dark store (no walk-in) model, wherein we enable sellers to store inventory close to the consumer; this model has the potential of encouraging local entrepreneurship and enabling new business strategies and partnerships."

Flipkart Quick will debut in Bangalore in select locations, including Whitefield, Panathur, HSR Layout, BTM Layout, Banashankari, KR Puram and Indiranagar.