

## **Ekart, India's leading Supply Chain network, announces 'Warehousing as a Service' for brands, manufacturers and retailers across industries**

- *Ekart has opened up new opportunities for India's e-commerce supply chain and logistics industry by providing end-to-end supply chain solutions*
- *Businesses will now be able to effectively manage their end-to-end cycle of fulfillment while focusing on their core strengths*

**Bengaluru - February 23, 2023:** Ekart, India's largest supply chain network will now make its warehouses across the country available to brands, manufacturers, retailers, and SMEs as a part of its vision to become a 4PL (fourth-party logistics) player in the country. The initiative will enable brands of all sizes, manufacturers, and retailers from across industries to leverage Ekart's technologically-advanced fulfillment centers for flexible, affordable, and scalable inventory storage solutions.

The end-to-end warehousing services by Ekart will include ready-to-use best-in-class warehousing space, order management, integrated logistics, and inventory management further helping brands scale their business. Ekart will also offer specialized facilities such as temperature-controlled storage and storage for high-value inventory for businesses in need of these requirements.

Ekart has a pan India supply chain network spread across more than 20 million sq feet. To begin with, it will offer four dedicated sites across Bilaspur in Haryana, Malur in Karnataka, Saidham in Mumbai, and Uluberia (West Bengal), as well as 17 shared sites across India to businesses of all sizes. The expansive warehouses will ease the fulfillment process of orders for customers by helping reduce the transit time and better delivery speed. The state-of-the-art, Grade-A fulfillment centers are equipped to facilitate the safe and speedy delivery of orders. Ekart's capability to handle 80+ product categories will also now be available to the brands.

Commenting on the announcement, **Mani Bhushan, Chief Business Officer at EKart**, said, *"Ekart today is one of the largest supply chain companies in the country, and we are committed to helping businesses reach scale. Today a majority of businesses across industries including manufacturing, D2C, and consumer electronics have a pain point of not being able to find Grade A warehousing and dealing with multiple partners for operations. We want to leverage our operations, infrastructure, and technology capabilities to provide ease of doing business while also reducing the cost of doing business and further strengthening and streamlining the nation's supply chain ecosystem. We are positive that our deep understanding of the value chain will not only ease last-mile delivery for our partners but also help them focus on their core strengths, thus contributing to the larger economy."*

Some of the services provided by Ekart will be:

### **Order Management including**

- QC-based inwarding and smart picking to minimize dispatch failures
- QC at packing to avoid mis-shipment and damaged item dispatch

- Return management

### **Logistics Management**

- Efficient vendor management to offer synergy across the supply chain

### **Inventory Management**

- Real-time visibility on inventory - reservable, under processing, and rejects
- Continuous inventory monitoring as per touchpoints for minimal defects

### **Value Added Services**

- Refurbishment centers for Apparel Category and Value Recovery for Electronics Category
- Sampling & marketing opportunities for brands to enhance the reach and help acquire new customers
- Green Packaging options

With the introduction of Ekart's warehousing services for brands and businesses, brands will be able to leverage cutting-edge technology such as – Automated Storage & Retrieval System, Multi-Tier Shelving, Cross Belt Sorters, Spiral Conveyors, Smart picking to minimize dispatch failures.

Ekart offers brands, platforms, and businesses end-to-end supply chain and inventory management, including distribution, and aggregation of products. Today it has a vast network of fulfillment and sortation centers, and thousands of delivery hubs. It delivers over 120 million packages every month across all serviceable pin codes.

### **About the Flipkart Group**

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, Flipkart Wholesale, Flipkart Health+, and Cleartrip.

Started in 2007, Flipkart has enabled millions of sellers, merchants, and small businesses to participate in India's digital commerce revolution. With a registered customer base of more than 450 million, Flipkart's marketplace offers over 150 million products across 80+ categories. Today, there are over 11 lakh 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 lakhs of jobs in the ecosystem while empowering generations of entrepreneurs and MSMEs. Flipkart is known for pioneering services such as *Cash on Delivery*, *No Cost EMI* and *easy returns*, which are customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians.

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