



12th April, 2021

BSE Limited
P J Towers,
Dalal Street,
Mumbai – 400001

Scrip Code: 512599

National Stock Exchange of India Limited
Exchange plaza,
Bandra-Kurla Complex,
Bandra (E), Mumbai – 400051

Scrip Code: ADANIENT

Dear Sir,

Sub: Submission of Media Release

Please find enclosed herewith Media Release on the subject **"Flipkart enters into Strategic Partnership with Adani Group to Strengthen Logistics and Data Centre Capabilities"**.

You are requested to take the same on your records.

Thanking you,

Yours faithfully,

For **Adani Enterprises Limited**

J. R. Jalundhwala
Jatin Jalundhwala
Company Secretary &
Joint President (Legal)



Encl: as above

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Media Release

Flipkart enters into Strategic Partnership with Adani Group to Strengthen Logistics and Data Centre Capabilities

Editor's Synopsis

- New fulfilment centre spread across 5.34 lakh sq. ft. to be opened in Mumbai
- Data Centre to be established at AdaniConneX's Chennai facility
- Partnership to create ~2,500 direct jobs and thousands of indirect jobs

Bengaluru & Ahmedabad; 12th April 2021: [Flipkart](#), India's leading homegrown e-commerce marketplace, today announced a strategic and commercial partnership with the [Adani Group](#), India's largest multinational infrastructure company. In this two-pronged partnership, Flipkart will work with [Adani Logistics Limited](#), the largest diversified end-to-end logistics service provider in the country and a wholly owned subsidiary of [Adani Ports & Special Economic Zone Limited](#), to strengthen Flipkart's supply chain infrastructure and further enhance its ability to serve its rapidly growing base of customers. In addition, Flipkart will set up its third data centre at Adaniconnex Private Limited Chennai based facility, leveraging AdaniConneX's world-class expertise and industry-leading data centre technology solutions. [Adaniconnex Private Limited](#) is a new Joint Venture formed between EdgeConneX and Adani Enterprises Limited.

As part of this partnership, Adani Logistics Limited will construct a massive 534,000 sq. ft. fulfilment centre in its upcoming logistics hub in Mumbai that will be leased to Flipkart to address the growing demand for e-commerce in Western India and support market access of several thousands of sellers and MSMEs in the region. Leveraging state-of-the-art technologies, the centre is expected to be operational in Q3 2022 and will have the capacity to house 10 million units of sellers' inventory at any point. In addition to strengthening Flipkart's supply chain infrastructure to support MSMEs and sellers, the facility will enhance local employment and create ~2,500 direct jobs and thousands of indirect jobs.

The other prong of the partnership will see Flipkart developing its third data centre at the AdaniConneX facility as a part of one of the largest private cloud deployments in the country,



thereby further strengthening its growing marketplace e-commerce business in India. The data centre has been designed to meet the highest standards in reliability, security, and sustainability, which will capitalise on the Adani Group's capability as the largest solar player in the country to generate and source green power. The AdaniConneX data centre is a brand-new facility enabling Flipkart to design the data centre to its growing infrastructure needs with a significant focus on security and keeping data locally within India.

Speaking on the strategic partnership between the two companies, **Karan Adani, Chief Executive Officer of Adani Ports and Special Economic Zone (APSEZ)** said, "I am delighted to see two of India's fastest-growing businesses come together to help build some of the most critical as well as state-of-the-art infrastructure that our nation needs. This is what Atmanirbharta should be all about. This broad-ranging partnership across our logistics and data centre businesses is a unique business model, and we see this as a great opportunity to serve Flipkart's physical as well as digital infrastructure needs. Flipkart has been instrumental in defining e-commerce adoption in India, both through the value it creates and its constant technological innovation to serve its consumers. We look forward to a long and fruitful partnership as we focus on learning from each other as well as leveraging our mutual strengths to prioritise consumers and development of India's MSME ecosystem."

Kalyan Krishnamurthy, Chief Executive Officer, Flipkart Group, said, "The Adani Group is unmatched in the way it has gone about building infrastructure across India. What it brought to us was a unique combination of logistics, real estate, green energy, and data centre infrastructure capabilities. We are delighted to initiate our association with the Adani Group to strengthen our supply chain and technology infrastructure. At the Flipkart Group, we are focused on ensuring that our customers get access to a wide range of products made available by sellers across the country as we continuously innovate to drive greater affordability. Our logistics network and technology stack are instrumental in making this a reality. These investments will help us strengthen our presence and capabilities in India to support MSMEs and sellers while also accelerating job creation and growth."



About the Adani Group

The Adani Group is a diversified organisation with a combined market cap of \$100 Bn comprising 6 publicly traded companies. It has created world class transport and utility infrastructure portfolios with a pan-India presence. The Adani Group is headquartered in Ahmedabad, India. Over the years, the Adani Group has positioned itself to be the market leader in its transport logistics and energy utility portfolio businesses focusing on large scale infrastructure development in India with O & M practices benchmarked to global standards. With four IG rated businesses it is the only Infrastructure Investment Grade issuer in India.

The Adani Group owes its success and leadership position to its core philosophy of 'Nation Building' driven by 'Growth with Goodness' - a guiding principle for sustainable growth. The Adani Group is committed to increasing its ESG footprint by realigning its businesses with emphasis on climate protection and increasing community outreach through its CSR program based on the principles of sustainability, diversity and shared values. For more information, visit: www.adani.com

For media queries

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About the Flipkart Group

The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, and Flipkart Wholesale. Started in 2007, Flipkart has enabled millions of consumers, sellers, merchants, and small businesses to be a part of India's e-commerce revolution, with a registered customer base of over 300 million, offering over 150 million products across 80+ categories. Our efforts to democratise e-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. The recent launch of Flipkart Wholesale, our new digital marketplace, is a testament to our commitment to accelerate the growth of kiranas and MSMEs in India. Flipkart is known for pioneering services such as Cash on Delivery, No Cost EMI and easy returns – customer-centric innovations that have made online shopping more accessible and affordable for millions of Indians. Together with Myntra, which holds a prominent position in the online fashion market, and now Flipkart Wholesale, the Flipkart Group will continue to steer the transformation of commerce in India through technology.

For more information, please write to media@flipkart.com.