Flipkart partners with Meru to deliver everyday essentials & groceries to consumers

- *Meru to deliver essential goods to Flipkart customers in Ozone sanitized cabs across Delhi NCR, Bengaluru and Hyderabad through safe & sanitized supply chain*
- *Help provide income opportunities to driver-partners*

Bengaluru - April 29 2020: Flipkart, India's homegrown e-commerce marketplace, and Meru, India's trusted app-based ride-hailing cab operator in which Mahindra & Mahindra holds a majority stake, have partnered to provide people access to grocery & essential items as people stay indoors supporting 'social distancing during the ongoing lockdown. This partnership will help deliver grocery & essential items to Flipkart customers at their doorstep across Bengaluru, Delhi NCR and Hyderabad through the safe & sanitized supply chain.

This partnership is a continuation of Flipkart's efforts to create innovative models of collaboration to serve citizens during this unprecedented crisis. It also supports the government's efforts to keep Indians at home to contain the spread of COVID-19. The synergies between both organisations will ensure that essential supply chains are functional while supporting driver-partners with income opportunities.

Kalyan Krishnamurthy, CEO, Flipkart Group, said, "Flipkart Group is committed to customers as India fights this unprecedented battle. This partnership with Meru is a result of our teams exploring new, innovative ways to drive value for our ecosystem of sellers, brands, partners, and customers to ensure the safe and swift availability of grocery & essential goods. We have a very secure & safe supply chain where we follow SOPs diligently. We stand by the nation in this fight against COVID-19 as we prioritise the wellbeing and safety of all including our customers & employees."

Speaking on this partnership, **Neeraj Gupta, Founder and CEO at Meru Mobility Tech Pvt. Ltd.** said, "This is a unique initiative which we are undertaking with Flipkart which will benefit consumers immensely. Meru will use its fleet to ensure the timely and safe delivery of essentials to Flipkart's large customer base in a hassle-free manner. This service will also offer our driver-partners an additional earning opportunity during this challenging time."

In line with the government guidelines, Meru is providing its **Ozone Sanitized** fleet to help Flipkart with their deliveries. The dispatch hubs have been installed with **'Ozone Air Purifier'**, encouraging all driver-partners to sanitize their cabs, thus maintaining high standards of hygiene. Meru driver-partners will undergo Flipkart's training module for a better understanding of its processes for safe and timely delivery of the grocery items, while Meru is educating and updating its driver-partners on various preventive measures like using alcohol-based sanitizers and wearing face masks to curb the spread of the virus.

About the Flipkart Group
The Flipkart Group is one of India's leading digital commerce entities and includes group companies Flipkart, Myntra, and PhonePe. 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 200 million, offering over 150 million products across 80+ categories. Our efforts to democratize e-commerce in India, driving access and affordability, delight customers, create lakhs of jobs in the ecosystem and empower generations of entrepreneurs and MSMEs has driven 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 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 PhonePe, India's fastest growing digital payments platform, the Flipkart Group is steering the transformation of commerce in India through technology.

About Meru:
Launched in 2007, MERU pioneered the concept of tech-enabled ride-hailing service in India. Having served over 15 million customers in 24 cities, MERU offers both local and outstation rides for point-to-point travel and rental packages. MERU maintains its long-standing relationship across all the major private airports in India and has been the official cab service for these airports for over a decade. Alongside local city transport, MERU's outstation service now covers 100 cities and 7000+ destinations. Customers can book MERU rides via the MERU App (Android and iOS), website (www.meru.in), 24x7 contact center (44224422) and at dedicated booking counters present at airports. MERU also stands strong in the B2B sector for providing corporate travel solutions under its MeruBiz offerings (www.merubiz.in), such as Employee Transportation, Executive Car-Rentals, Airport Transfers, Travel Concierge and Corporate Bulk Bookings for events /conferences, and more. MERU has a wide fleet of vehicles ranging from hatchbacks, economy and luxury sedans, premium SUVs and buses. With recently incorporated eVeritos, the all-electric sedan by Mahindra, MERU is moving ahead in its path towards adopting an Electric Vehicle ecosystem. Starting with Mumbai, MERU will soon expand its EV-based commute services across other cities as well.

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