

Kicking off a SUSTAINABLE 2021

March 4, 2021

“

Inclusive and impactful growth has always been a part of the underlying principles fuelling Flipkart's journey of democratising e-commerce in India using technology and innovation. In 2021, we look towards scaling our environmental and social initiatives across the value chain to attain our goal of creating a sustainable e-commerce platform.

”

- Rajneesh Kumar

Chief Corporate Affairs Officer, Flipkart Group



Packed with Care

FLIPKART'S PACKAGING JOURNEY



December 2019

Shredded paper, 2 ply wraps, and other alternative materials replaced plastic in all our packaging filler materials.



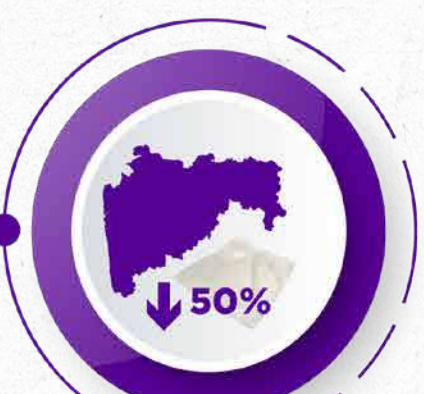
March 2019

Packaging team kicks off design and development process to scout for options to reduce and reuse packaging, replace single use plastic, and recycle plastic waste generated in the supply chain to ensure zero waste to landfill across all Flipkart operations.



February 2020

Replaced plastic security bags with recyclable paper bags customized for e-commerce deliveries.



May 2020

Single-use plastic eliminated by 50% in all shipments fulfilled by Flipkart. Replaced all single-use plastic for the state of Maharashtra.



June 2020

National EPR authorisation received by Flipkart as a Producer/Brand Owner. Flipkart, compliant with recycling norms across India, starts working with recyclers to divert all plastic waste generated away from landfills.



August 2020

Flipkart introduces No-Package Shipping. Starts working with sellers and suppliers to eliminate the need for outer packaging.



December 2020

Single use plastic eliminated by 56%. Green packaging program expanded across Karnataka, Tamil Nadu, Telangana and Andhra



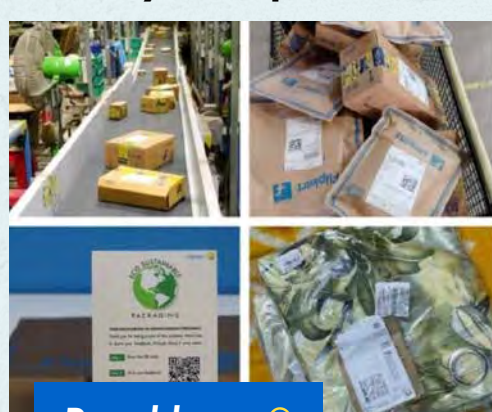
January 2021

61% reduction achieved with green packaging being introduced in Haryana.

IN THE MEDIA



What if your Flipkart order was delivered in a transparent packet?



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“The packaging at Flipkart has been a pretty holistic conversation as we are looking at every aspect of reducing, recycling and reusing ('3 Rs') any waste material, including packaging.

”

Mahesh Pratap Singh

Head, Sustainability and CSR at Flipkart

Flipkart to deploy more than 25,000 Electric Vehicles in its Supply Chain to achieve 100% transition to electric mobility by 2030



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“Electric mobility can benefit multiple ecosystem stakeholders, not just in e-commerce but in many other industries. Electrification of the logistics fleet is a key part of Flipkart's larger sustainability goal and in line with our commitment to the Climate Group's EV100 initiative. In this journey of making our logistics fleet completely electric by 2030, we will collaborate and work with leading local players to procure and deploy Electric Vehicles while supporting the required infrastructure growth.

”



Amitesh Jha

Senior Vice President, Flipkart

TALKING SUSTAINABILITY



Mahesh Pratap Singh

Head, Sustainability and CSR at Flipkart

“From our vantage point, a lot of ESG-related action comes from our drive to really own and move that agenda and charter forward — how we treat our responsibility to the planet, how we renew our societal license to operate by taking communities along, or really how we conduct business in the most ethical manner.

”

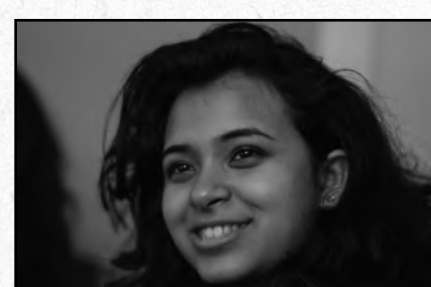
At LawWiser's Importance of ESG (Environment, Social & Governance) for Companies in India panel discussion.

[Watch video](#)



In conversation with GlobeScan's India Director Anup Guruvugari

[Read here](#)



Dharashree Panda

Associate Director - Sustainability, Flipkart

“The need for sustainability could not be more relevant now than it has been.

”

[Watch video](#)



At the Shaping Fashion x Davos Lab Dialogue - GSC Mumbai

[Watch video](#)



At the Sustainability Masterclass titled 'Sustainability for the Aam Junta' organised by Ab InBev

FLIPKART TATTVA TALK SERIES



Workshops with top institutions across India marked the beginning of a long-standing collaborative platform for Flipkart and various universities to bring impactful sustainability projects across the e-commerce landscape.

Symbiosis Institute of International Business

PGP - Sustainable Management, IIM Lucknow

Indian Institute of Forest Management

Xavier School of Sustainability

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