

SUSTAINABLE 2021

September 8, 2021



“All of what we do at Jeeves-F1 contributes to a circular economy, which reinforces the power of repair, refurbish, reuse and reduce wastage.”

Nipun Sharma
Head, Jeeves - F1



Flipkart Refurbished

Bringing it full circle



At Flipkart, we have been working to extend a product’s lifetime beyond the first owner with our refurbished goods marketplace. In 2018, Flipkart sought to break the barriers of customer trust, quality and pricing when it comes to shopping pre-loved products through Flipkart Refurbished.

Our circularity story hinges on 5Rs:



REFURBISH

Electronics products sourced through exchange programs are channeled through Flipkart Refurbished based on 75 testing parameters.



REPAIR

Jeeves-F1, a Flipkart company, provides installation & repair services for electronics, electrical & IT products, including value-added services like extended warranty, appliance protection plan etc.



REUSE

Affordability constructs like Exchange, Buyback Guarantee, Smart Upgrade etc. enable customers to exchange old devices for new ones. These are supplied back to the system for refurbishment or find new life in the B2B market.



RECYCLE

Annually, over 2000 kg of e-waste in our facilities, including those beyond repair, are recycled responsibly through government-authorised partners in line with EPR guidelines.



REGENERATE

At the Jeeves-F1 facility, approximately 40% of energy needs are met via a solar plant.

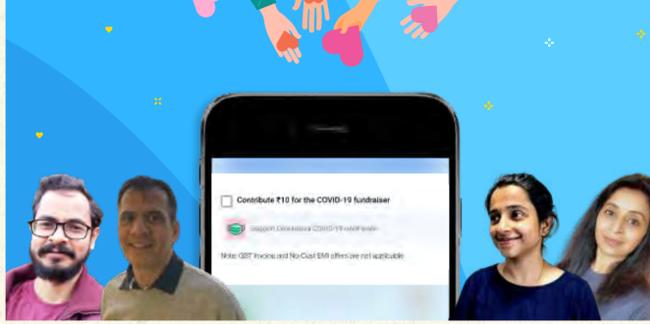
The repair & refurbish impact

The making of a phone accounts for 85–95 percent of its annual carbon footprint because of its energy intensive manufacturing and mining process. According to The International Journal of Life Cycle Assessment (2021), in comparison to a linear scenario (one working smartphone for a use time of 2.5 years), there is a significant reduction of the Global Warming Potential (GWP) observed: – 55% by refurbishing and – 71% by repair.



Making an Impact

Check-out giving on Flipkart & Myntra



Shoppers on Flipkart and Myntra can now add a small donation while checking out to contribute to Givelndia Foundation’s COVID-19 relief work in India. Going forward, this feature will be expanded to include more causes that benefit communities.

[Read more](#)

Expanding support for COVID-19

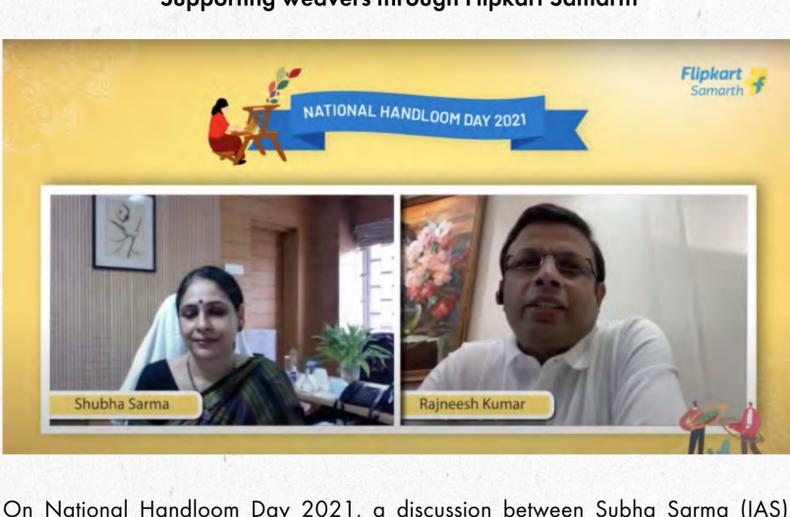


Essential ventilators and Multipara ICU Monitors were donated to state governments as part of COVID-19 relief efforts to equip state hospitals. The Flipkart Group and The Walmart foundation together have raised over \$10 million to support communities during the pandemic. The close of Myntra’s 14th edition of End Of Reason Sale (EORS) season was marked by a donation of Rs. 20 lakhs towards vaccinating the underprivileged, in a collaborative effort with Givelndia Foundation.

[Read more](#)

Flipkart Samarth | Updates

Supporting weavers through Flipkart Samarth



On National Handloom Day 2021, a discussion between Subha Sarma (IAS), Handloom, Textiles, and Handicrafts Department of Odisha, and Rajneesh Kumar, Chief Corporate Affairs Officer, Flipkart Group, highlighted Flipkart Samarth’s role in uplifting the livelihoods of the state’s weavers.

[Watch it here](#)

Flipkart Samarth launched the brand SonChiraiya, representing 1000+ products made by women employed under the Day-NULM program of the Ministry of Housing and Urban Affairs, Government of India.

An MoU signed with the Jammu & Kashmir Trade Promotion Organization will enable 100+ women entrepreneurs from the Union Territory to sell their products on the Flipkart platform.

IN THE MEDIA

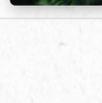
Flipkart achieves the milestone of 100% elimination of plastic from its own supply chain in July 2021 as a step towards developing sustainable packaging solutions.



Myntra and Flipkart become signatories of environmental not-for-profit organization Canopy’s Pack4Good and CanopyStyle initiatives.



Myntra launches ‘Ed-a-Mamma’, Bollywood actor Alia Bhatt’s sustainable kidswear.



Myntra for Earth offers its customers a choice of sustainability.



[Read more](#) about sustainability initiatives at Flipkart

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