



Amazon India Expands Packaging-Free Shipping to more than 100 cities towards its continued commitment to reduce packaging waste

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Bangalore, 3 June 2020 Amazon India today announced that it has achieved an integral milestone towards minimizing packaging waste across its supply chain by expanding its India-first initiative, Packaging-Free Shipping (PFS), to over a 100 cities in the country. PFS is a sustainable packaging solution in which customer orders are shipped in their original packaging without any additional packaging, or significantly reduced packaging. Amazon had first launched PFS in India in June 2019 in 9 cities and within a year, the company has been able to successfully expand this program to more than 100 cities.

With this expansion of PFS, more than 40% of Amazon customer orders shipped from Amazon India's Fulfilment centers are now packaging-free or have significantly reduced packaging. With PFS, multiple customer orders are secured and transported in re-usable totes during deliveries.

The PFS algorithm leverages technology and is applied to orders based on parameters like the location of the customer, distance the order has to travel and the category of product ordered. To keep up with Amazon's vast and rapidly expanding selection, Amazon.in uses machine learning algorithms to adjust packaging protection depending on the product and transportation conditions. Products that are shipped packaging-free include tech accessories, home and home improvement products, shoes, luggage, and more. Liquids, fragile items, and personal care products that need additional protection during transportation continue to be shipped with packaging.

"At Amazon India, we are aggressively working towards building innovative and sustainable packaging solutions which will help us minimize waste. We have been working with several brands to provide e-commerce friendly packaging to further reduce use of secondary packaging. The expansion of PFS to 100 cities within a year is a testament to our commitment towards sustainability. We continue to expand this initiative while ensuring safe and secure deliveries of customer orders", said Prakash Kumar Dutta, Director, Customer Fulfilment & Supply Chain, Amazon India.

Visit [Amazon's sustainability website](#) for information and sustainability metrics that share the progress the company is making towards reaching The Climate Pledge. The goals, commitments, investments, and programs build on Amazon's long-term commitment to sustainability through existing innovative programs, including Shipment Zero – Amazon's vision to make all shipments net zero carbon, with 50% net zero carbon by 2030; sustainable packaging initiatives like Frustration-Free Packaging and Ship in Own Container, which have reduced packaging waste by 25% since 2015; renewable energy programs; investments in the circular economy with the Closed Loop Fund; and numerous other initiatives happening every day and led by teams across Amazon.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.com/about

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