



## Amazon doubles Fresh infrastructure ahead of festive season with 35 Specialized Amazon Fresh Centres across 14 cities in India

October 1, 2021

- Amazon has more than doubled its Fresh processing capacity since last year
- Large daily grocery selection across perishables, staples, and household products now available for ultra-fast delivery

**September 29 2021:** Amazon India today announced a significant expansion of its network providing the specialized infrastructure for Amazon Fresh – its ultra-fast 2-hour delivery service of daily essentials and groceries. With the expansion, the company has more than doubled processing capacity since last year and now has 35 dedicated sites across 14 cities in India including New Delhi, Gurgaon, Noida, Mumbai, Thane, Vashi, Ahmedabad, Jaipur, Pune, Bangalore, Mysore, Chennai, Hyderabad and Kolkata. It has also expanded infrastructure across other types of buildings that enable fulfillment of customer orders, creating direct and indirect local job opportunities, for which hiring has begun already.

With this expansion, the company now has nearly 1 million square feet of dedicated space for the storage and fulfillment of tens of thousands of curated items in the Amazon Fresh selection. These buildings are designed to ensure safe storage of products and processing of customer orders with state-of-the-art equipment and technology. This includes dedicated storage infrastructure for dry grocery, fruits and vegetables and chilled and frozen items with specialized temperature-controlled rooms for each of these categories. The company has also integrated gel pad freezers in delivery vehicles for last mile delivery of frozen and chilled items.

*"Our customers have continued to rely on us for fast and safe deliveries of their daily essentials. The expansion of the specialized network for Amazon Fresh will enable us to reach more customers across the country. This investment in infrastructure also creates job opportunities in the 14 cities where we fulfil, process, and deliver Amazon Fresh items to tens of thousands of customers everyday"* **said Prakash Dutta, Vice President – Fulfilment Operations and Supply Chain, Amazon India.**

With these enhancements to Amazon's Fresh service, customers can now shop for a wide range of selection including fruits and vegetables, frozen and chilled products like dairy and meats, dry grocery items, beauty, baby, personal care and pet products, all with the convenience of 2-hour delivery slots from 6am to midnight. All customers get free scheduled 2-hour delivery on all orders over Rs 600. Orders below this threshold can be placed with a delivery fee of Rs 29, and there is no minimum order value to shop from sellers offering products on the Amazon Fresh store. Customers can discover the store by clicking on the Fresh icon on the Amazon.in app, desktop or mobile browser and enter an immersive Grocery shopping experience. You can check out the store [here](#).

### About Amazon.in

The [Amazon.in](#) marketplace is operated by Amazon Seller Services Private Limited, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). [Amazon.in](#) seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce marketplace.

### For more information contact:

Suruchi Jajoo  
Amazon India  
[surucj@amazon.com](mailto:surucj@amazon.com)

Darshini Makadia  
PCA  
[darshini.makadia@publicisconsultants-asia.com](mailto:darshini.makadia@publicisconsultants-asia.com)