

REF: SWIGGY/SE/2024-25/44

Date: March 17, 2025

To The Deputy Manager Department of Corporate Services BSE Limited PJ Towers, Dalal Street Mumbai -400001 Scrip Code: 544285	To The Manager National Stock Exchange of India Limited Exchange Plaza, Plot No. C/1, G Block Bandra-Kurla Complex, Bandra (E), Mumbai 400051 Symbol: SWIGGY
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Dear Sir/ Madam,

Sub: Press Release – March 17, 2025

Please find enclosed a Press Release dated March 17, 2025, on “**Swiggy Instamart takes quick commerce to 100 cities across India**”.

This disclosure is made pursuant to the requirements under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Yours faithfully,

For and on behalf of
Swiggy Limited

Sriharsha Majety
Managing Director & Group CEO
DIN: 06680073

SWIGGY LIMITED

(formerly known as “Swiggy Private Limited” and “Bundl Technologies Private Limited”) | CIN: L74110KA2013PLC096530

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Swiggy Instamart Takes Quick Commerce To 100 Cities Across India

Driven by the growing demand in Tier 2 and Tier 3 markets, Swiggy Instamart introduced quick commerce to 32 new cities in 2025

Bengaluru, March 17, 2025: Swiggy Instamart, India's pioneering quick commerce platform, announced its expansion to 100 cities nationwide today. This milestone comes in response to the growing demand for 10-minute deliveries, particularly in tier 2 and 3 cities. In just the last month, Swiggy Instamart launched in cities such as Raipur, Siliguri, Jodhpur, and Thanjavur, bringing the convenience of quick commerce to many for the first time.

With this expansion, millions of new customers now have access to over 30,000 products, from groceries and daily essentials to electronics, smartphones, fashion, makeup, toys, and more—all delivered in 10 minutes.

Speaking on the milestone, **Amitesh Jha, CEO of Swiggy Instamart said**, *"Over the past year, millions of Indians have turned to Swiggy Instamart for everything from groceries and essentials to festive and everyday needs. We have noted that there is significant traction for convenience-led retail much beyond Indian metros, as both consumer behaviour and the value-proposition of quick-commerce evolve in tandem. Our expansion to 100 cities strengthens our reach and allows us to better serve growing consumer needs in underserved geographies. In 2025, one in four new users came from tier 2 or 3 cities, underscoring the growing demand for quick commerce. With this growth, we're excited to bring the same level of convenience, choice, and value to a much wider base of customers. We're also proud to support the local ecosystem by empowering dark store staff and delivery partners to help make these products accessible."*

With the cricket and festive seasons, Swiggy Instamart is expanding its darkstore network by introducing 'megapods'. These megapods, ranging from 10,000 to 12,000 square feet in size, can house up to 50,000 stock-keeping units (SKUs), giving consumers access to three times the range of products available from a normal darkstore. The expanded assortment opens up non-grocery categories but also enhances grocery selection available on the platform. This includes a mix of FMCG and D2C brands, as well as local brands tailored to the unique preferences of customers in each city. In Patna, for instance, customers can enjoy access to local favourites such as Sudha Milk and Maharaja bread, similarly in Raipur, local brands such as Vachan and Bake'o'fun are available on the platform.

Quick Commerce Tier 2&3 City Trends of 2025:

- The highest single-day spend so far was worth INR 69,993, by a user in Thiruvananthapuram.
- The highest total spent by a single-user has reached INR 3,34,411, made by a customer in Dehradun.
- Top-selling categories in tier 2 and 3 cities include Fruits & Vegetables, followed by Munchies & Snacks and Dairy, Bread, and Eggs.
- Onions top the list of most ordered items in smaller towns, followed by tomatoes and coriander.

- Thiruvananthapuram out-orders Mumbai in Hot and Sweet flavoured potato chips.
- Patna became the fastest city to reach 1,000+ daily orders, achieving the milestone just four days after launch.
- Raipur marked the first city to hit 300 orders on its launch day.
- Hubli achieved the highest order value on its launch day, with a single order of wireless earphones worth INR 8,980.

About Swiggy Instamart

Launched in August 2020, Swiggy Instamart is India's pioneering quick commerce platform. Present in 100 cities, Swiggy Instamart uses Swiggy's superior technology and dedicated delivery fleet to bring groceries and other daily essentials to the doorsteps of Indians in 10-15 minutes.

About Swiggy

Swiggy is India's pioneering on-demand convenience platform, catering to millions of consumers each month. Founded in 2014, its mission is to elevate the quality of life for the urban consumer by offering unparalleled convenience, enabled by 5.4 lakh delivery partners. With an extensive footprint in food delivery, Swiggy Food collaborates with over 2.4 lakh restaurants across ~700 cities. Swiggy Instamart, its quick commerce platform operating in 100 cities, delivers groceries and other essentials across 20+ categories in 10 minutes. Fueled by a commitment to innovation, Swiggy continually incubates and integrates new services like Swiggy Dineout and Swiggy Genie into its multi-service app. Leveraging cutting-edge technology and Swiggy One, the country's only membership program offering benefits across food, quick commerce, dining out, and pick-up and drop services, Swiggy aims to provide a superior experience to its users.

For more details, please visit our website: www.swiggy.com/corporate/

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