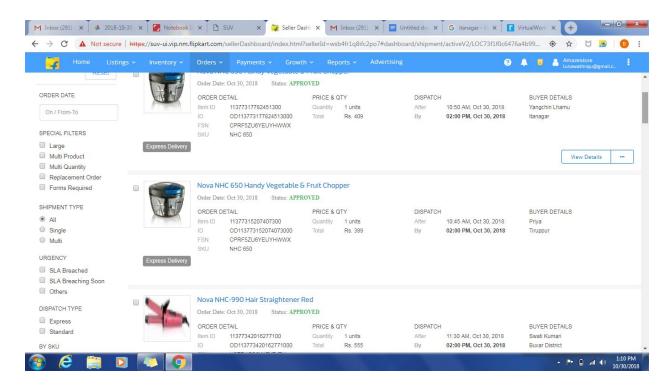
Frame 1:

RU Nazdeek

Frame 2:

Once upon a time in Bengaluru . . .



Frame 3:

- Bubble 1: Am I close to my customers?
- Bubble 2: How can I deliver my products faster and reduce shipment charges?
- Bubble 3: How can I bring down the customer cancellations and improve customer experience?

Frame 4:

After checking Regional Utilization (RU) under Performance Overview, I realized that my RU score was low because most of my customers were from South India.

Frame 5:

RU helped me find a fulfilment center closer to my customers.

Ramesh is at his new fulfilment center in Bengaluru

Frame 6:

</A seller on a stage, holding an award and delivering a speech to the other sellers>>

:

Faster delivery of products

Reduced shipment cost

Fewer customer cancellations

Improved customer experience

Frame 7:

The sellers and the customers lived happily ever after . . .

So when RU moving Nazdeek to your customers?

SLC:

RU Nazdeek to your customer?

Regional Utilization (RU) can help you find where the demand for your products is higher. Based on that, you can join a Fulfilment Center closer to your customers and enjoy these benefits.

Faster Delivery
Lower Shipment Cost
Fewer Customer Cancellations
Improved Customer Experience

=

GIF 1 (FB Post)

Frame 1

RU Nazdeek?

Frame 2

Regional Utilization (RU) score tells you ki aapke products ki demand kis area (zone) me high hai aur aap uss zone se door hain ya nazdeek.

Frame 3

A good RU score will mean you are closer to your customers, which will lead to:

- Faster delivery of your products
- Lower Shipment Cost
- Fewer Customer Cancellations
- Improved Customer Experience

Frame 4

Go to Performance Overview under the Growth tab and check your RU score now.

Homepage Card

RU Nazdeek to your customers? Check your RU score and find out.

<<Check RU score>>

Post Copy

Kya hai ye Regional Utilization (RU) aur kya hain iske benefits? In sawaalo ke jawab janiye! <u>Click here</u> to check your RU score now.

GIF 2 (FB Post)

Frame 1

RU Nazdeek?

Frame 2

Accha Regional Utilization (RU) score matlab jahaan demand wahaan aap, jisse aapko milti hai faster delivery, reduced shipment cost aur fewer customer cancellations.

Frame 3

You can improve your RU score by:

- 1. Onboarding with a Flipkart Fulfilment warehouse closer to the demand zone.
- 2. Using Multi-Location facility to fulfill your orders from a different zone.
- 3. Setting up your own warehouse closer to the demand zone.

Frame 4

Go to Performance Overview under the Growth tab and check your RU score now.

Post Copy:

A good Regional Utilization (RU) score means you can help you grow. Find out how you can improve your RU score. <u>Click here</u> to check your RU score now.