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Amazon Fresh expands to 170+ cities across India

To ensure freshness and quality, Amazon Fresh sellers source fruits and vegetables from over 11,000 farmers

By **Shraddha Warde** | March 27, 2025



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Amazon India has significantly expanded its Amazon Fresh service, bringing its full-basket grocery offerings to more than 170 cities and towns across the country. The expansion comes as Amazon Fresh reports 50 per cent year-over-year growth in the second half of 2024 compared to the same period in 2023, making it one of the fastest-growing categories on Amazon. Customers in cities like Gorakhpur, Chittoor, Ambala, and Vijayawada can now access a comprehensive range of fresh and dry groceries—including fruits and vegetables, dairy including milk and bread, frozen products, beauty items, baby care essentials, personal care products, and pet supplies. The service aims to provide a seamless shopping experience with great savings, a wide selection, and the convenience of slotted doorstep deliveries.

To ensure freshness and quality, Amazon Fresh sellers source fruits and vegetables from over 11,000 farmers. All products undergo a rigorous 4-step quality check process before reaching customers' doorsteps. This commitment to quality has contributed to the increasing customer preference for Amazon Fresh, driven by its savings, vast selection, and reliable deliveries.

Our expansion to 170+ cities/towns allows Amazon Fresh to extend its reach into India's tier-2, tier-3 cities/towns and beyond, offering consumers access to high-quality groceries at competitive prices, delivered conveniently to their doorstep, said Srikant Sree Ram, Director of Amazon Fresh India

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