

AMAZON
EXPORT
DIGEST
2019



LOCAL ROOTS GLOBAL BRANCHES

An Emerging Market for Indian Sellers





Amit Agarwal
Senior Vice President and Country Head
Amazon India

Foreword

Ahmedabad-based Udit Sood launched his start-up EcoRight with the aim to reduce plastic footprint in the world by offering reusable, natural, and affordable bags made of cotton and jute. He decided to give the Amazon Global Selling Program a try and in their first month of operations he was selling bags in places like Austin and San Jose, something that Udit feels wouldn't have been possible through traditional channels. Today his eco-friendly bags are a great hit with global customers and he now sells over 1,500 bags a month!

Stories like Udit's highlight the digital revolution that is taking place in India through programs like Amazon Global Selling. In line with government initiatives like 'Digital India' and 'Start-up India', Amazon Global Selling Program today is giving a new thrust to Indian exporters and their 'Made in India' products and making them easily discoverable and readily available for customers worldwide. Indian exporters, irrespective of their size and scale today are able to get instant access to a wider market, and in-turn save considerably on marketing and distribution costs leading to a much scalable and sustainable business. And this I believe truly validates the vision with which we launched the Amazon Global Selling Program in India in 2015.

Today, we have over 50,000 Indian exporters as part of the Amazon Global Selling Program from the corners of the country such as Cuttack, Dharamshala, Bilaspur, Banswara, Hassan selling to customers sitting in Houston, Bristol, Osaka or Perth. Interestingly, unique and unconventional categories like art & craft, home entertainment, toys etc. are also witnessing a great demand from customers all over the world.

Through Amazon Global Selling Program, small businesses today have the convenience and ease to reach millions of customers directly like never before. MSMEs today get end-to-end product solutions for imaging, cataloging as per Amazon standards, guidance on tax advisory by connecting them with the concerned agencies, remittance in local currencies and logistics and fulfilment solution through programs like FBA.

We are humbled to see the way this program has scaled in just over 3 years. The government continues to play a crucial role in creating a conducive exports policy framework for ease of doing businesses. By reducing the documentation, digitizing the entire custom clearance process, adding more Foreign Post Offices across India and many more such introductions, the government has definitely simplified the process for MSMEs to get started with exports. Continued government support over the next few years to ease the process further by specialized e-commerce solutions is going to be crucial to put Indian exports on a significant growth trajectory.

There are millions of 'Made in India' products that we can take global in years to come and fuel the ecosystem. The multiplier impact of this will naturally result in improved infrastructure and increased employment - just like Udit who now has over 150 people working with him - 90% of which are women!

We are just getting started and it's still Day 1.



Eric L Broussard
Vice President and Head
International Seller Services
Amazon.com

Buyers today have become smarter and more conscious than ever before. They explore all the options before making the purchase. Given the large base of customers and their diverse preferences there is an unlimited scope and range of products that can enter this retail pool in which everyone is a customer at some point. With more and more shoppers coming online every day, all businesses, especially small and medium businesses have a huge opportunity to operate on an international scale. Whether you are in Munich or Boston you can order an Indian printed bedsheet in just a few clicks and even get it delivered within a few days! If the product is great, it has no other destiny than reaching its customer and being cherished.

This belief coincides with the vision with which we started the Amazon Global Selling Program, and today thousands of small and medium-sized businesses from around the world sell on Amazon.

If you look at India, thousands of MSMEs today are selling high-quality 'Made in India' products to customers globally. Take Manish Jain from Ahmedabad for instance, who started his business of exporting natural herbs from a 200 sq. ft. office, and had to pack the products, handle documentation and complete the transaction all by himself. The sales were slow and business was taking time to pick up. That is when he decided to sign up for Amazon Global Selling Program. To cater to the demand efficiently, he enlisted the services of Fulfillment by Amazon (FBA) and instantly started seeing an uptick in orders. He could just send his products to FBA and Amazon took care of picking, packing, shipping and even customer service for his products. Today, his business has grown over 200% and his brand is well known in not just US but even UK and Japan.

Like Manish, Amazon helps thousands of small and medium-sized businesses reach hundreds of millions of customers around the world, giving the smallest of businesses the opportunity to compete next to the biggest of the brands. Amazon Global Selling Program aims at opening doors for all sizes and genres of local businesses all around the world by leveraging its infrastructure and e-commerce expertise. With sellers having an added platform, and consumer awareness on a continual rise, the global e-commerce market is seen traversing the geographical boundaries by enabling small and medium businesses along with some leading Indian brands to take their creations to not just millions of Indians living abroad but global consumers across ethnicities.

Currently, Amazon sellers from over 180 different countries and regions around the world cater to more than 300 million active users, including more than 100 million Amazon Prime members, and millions of corporate and institutional buyers. To top it all, the speed at which sellers have been selling globally through Amazon, is truly enthralling. From India alone we have over 50,000 exporters currently leveraging the program with selling across 11 international marketplaces, offering over 140MM products!

In 2019, we look forward to leverage our global experience in cross-border e-commerce, resources and localized professional services to help many more small businesses upgrade and optimize in order to develop an international footprint by leveraging the massive demand for their products across the globe and thus transform them into renowned brands representing the creations of India.

Methodology

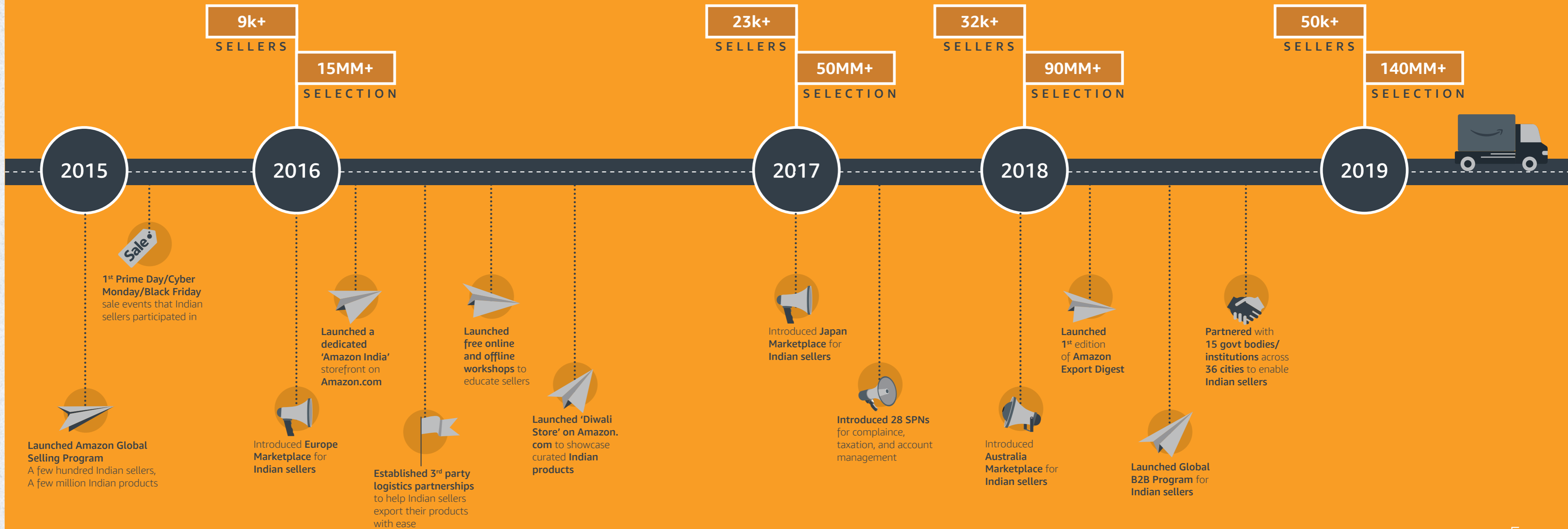
This report represents insights from Amazon's internal data studies of all international selling transactions by Indian sellers on Amazon's international marketplaces, and the buying transactions of Amazon's international customers of Indian sellers' products. The growth percentages are a representation of the year 2018 over the year 2017. The top product categories and states/cities showcase a view of the complete one year of business till December 31st, 2018.

Table of Contents

08 — Evolution of Amazon Global Selling Program	26 — East India Focus	52 — New Initiatives 2018
10 — From India to Anywhere	32 — West India Focus	58 — International Sale-Period Trends
12 — The Amazon Export Advantage	38 — South India Focus	62 — Government Support to E-commerce Exports
16 — India Overview	44 — International Demand	
20 — North India Focus		

EVOLUTION OF AMAZON GLOBAL SELLING PROGRAM

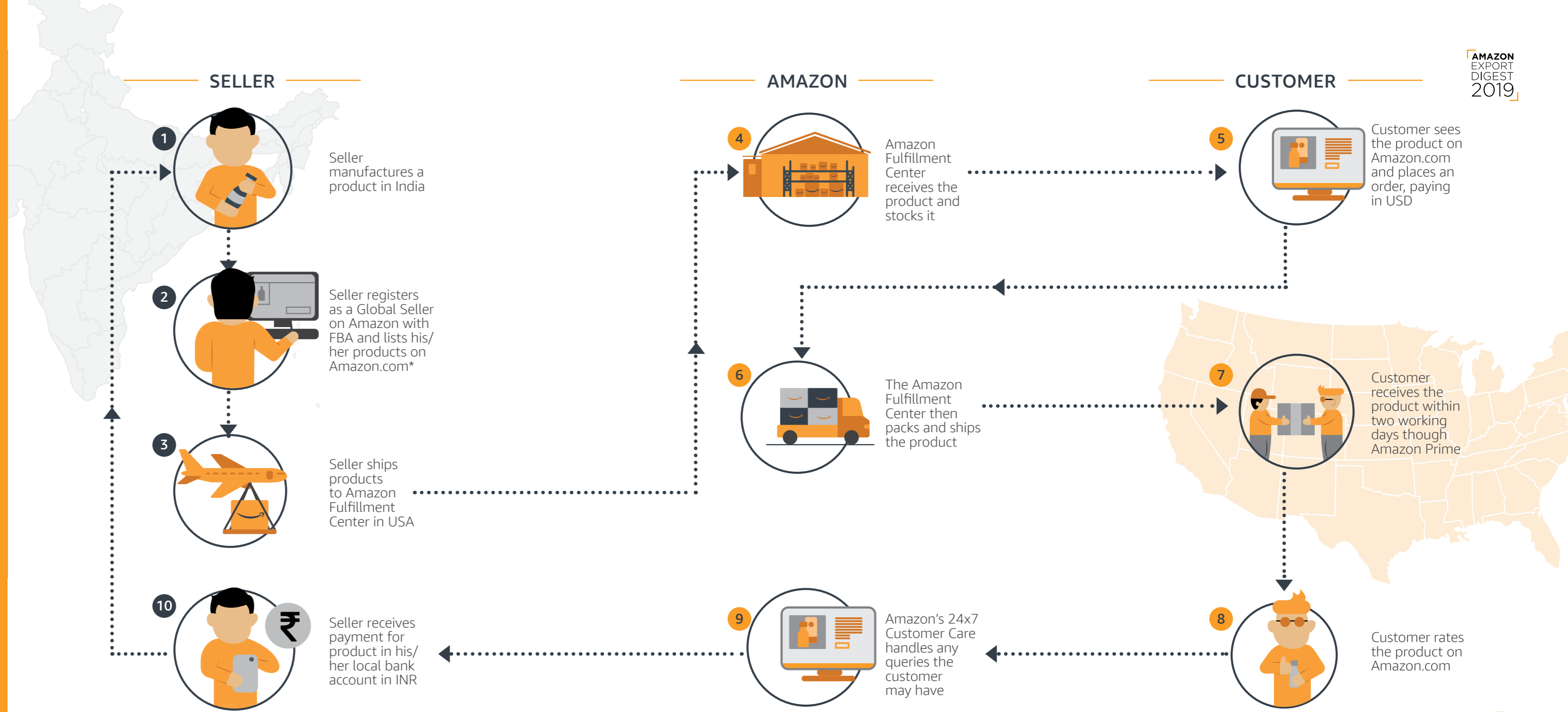
The Amazon Global Selling Program helps Indian sellers reach hundreds of millions of new customers around the globe. This opens the door to new opportunities, with international sales demand from **11 marketplaces** and customers from **180+ countries** — taking India to the world.



FROM INDIA TO ANYWHERE FULFILLED BY AMAZON

A logistics solution to bring 'Make in India' products closer to global customers in as little as two days

Seller sells it, we ship it. Amazon has created one of the most advanced fulfillment networks in the world. With Fulfillment By Amazon (FBA), sellers store their products in Amazon's Fulfillment Centers across the world; we pick, pack, ship, and provide customer service for these products. Best of all, when sellers choose FBA, their products are eligible for Amazon Prime **Free** Two-Day Shipping (for Prime customers) and **Free** Shipping (for all customers).



*Sellers on Amazon.com can sell their products in any of 11 international marketplaces

THE AMAZON EXPORT ADVANTAGE

BENEFITS OF ONLINE EXPORTS



Seller Problem: Time-consuming customer discovery

With Amazon Global Selling Program, an Indian seller gets instant access to hundreds of millions of loyal customers of Amazon in over 180 countries.



Seller Problem: Separate investment for customer care

Fulfilment by Amazon gives sellers access to Amazon's 24x7 Customer Care support. With this solution, we help take care of customer queries about sellers' products in customers' native language.



Seller Problem: Manual logistics for product delivery across borders

Fulfilment by Amazon (FBA) is a world-class logistics solution that helps Indian sellers deliver their products to global customers in as low as two days. We store the inventory and help with shipping of the products to international customers.



Seller Problem: Unpredictable payment schedule

Amazon Global Selling Program provides currency-conversion solutions, so Indian sellers receive secure and timely payments in INR — directly in their local bank accounts.



Seller Problem: Complicated return policy

Fulfilment by Amazon helps handle product returns from customers. This easy-return solution helps sellers have more time on their hands so they can focus on their core business.



Seller Problem: High initial investment on intermediary costs such as storefronts, logistics, and sales staff

An Amazon Global Selling account helps Indian sellers showcase and deliver their products to global customers from the comfort of their home at a minimal fee structure.

Celebrating Our Sellers' Success

Mudita and Ashish
Jack in the Box, Mumbai

Empowering Women Through the Art of Toy Making

“The joy and satisfaction of seeing their lives transformed by enabling financial independence through Jack in the Box is unparalleled.”

”



How it Began

My wife and I are both MBAs from ISB; Mudita worked at Google and I at Accenture, as well as a few startups. However, business runs in my blood and I started focussing my energies on one of my key areas of interest — education. After researching and speaking with principals, teachers, and parents, we realized that there is a gap between the changing attention span of children and the toys that cater to them. Children have abandoned physical toys and moved to screens like iPads. This is when Mudita and I joined hands to create toys that cater to today's children using in-depth research and design thinking. Our theme-based toys have great play value and are fun, fresh, and engaging.

The Journey

We started Jack in the Box in 2015, working from home to make small art and crafts activities for children to play with. We then piloted locally to observe how children interacted with them. When we received positive responses, we started selling offline to schools and toy stores. We saw a huge response to our products — people loved the theme-based toys we created. Business was okay, but offline selling has its own challenges such as payment turnarounds and the time taken to convert a lead, which can sometimes take years.

Amazon and Jack in the Box

We figured out that there was a huge export potential for our products and hence wanted to explore the e-commerce exports route due to its inherent advantages. We found a global selling opportunity with Amazon and launched our Amazon.com account in 2017. **Amazon is a great platform to interact directly with customers, seek their feedback, test your product in the market, and then scale the perfect-fit product.** It has contributed immensely to our business and we have seen 400% growth YOY.

Unforgettable Moment

The most memorable moment was when one of our products reached the top 10 rank in its category on Amazon. It's unbelievable how much power Amazon has given to small businesses in India by catering to customers in the US and across the globe. It's liberating how fair the platform is; we compete today with big brands like Lego and Barbie. If you look at an offline store like Hamleys, you know it will be an uphill battle to secure a space for a small brand like ours. **It's magical to see the equal opportunity that the Amazon platform provides; here it is ultimately the customer who decides** and whoever serves the customer better wins!

Jack in the Box Today

We started with a small 500 sqft factory and today own a 5000 sqft factory. We wanted Jack in the Box to be more than just business; we wanted to see social impact. Hence, we made a conscious call very early on to tie-up with NGOs and help victims of abuse with employment opportunities. Today, we have more than 30 women from underprivileged backgrounds working with us. The joy and satisfaction of seeing their lives transformed by enabling financial independence through Jack in the Box is unparalleled. We are a proud women-centric, women-run company with a vision to be the leading brand of creative toys in the world.



Started in year:
2017

YoY growth in sales:
400%

Scan here to visit
seller storefront





AMAZON GLOBAL SELLING INDIA OVERVIEW



56% growth in
number of Indian exporters



55% growth in
number of Indian products on
Amazon's international marketplaces



71% growth in
number of Indian exporters using
Global Fulfillment by Amazon (FBA)



Home



Books



Apparel



Jewelry



Kitchen

TOP PRODUCT CATEGORIES BEING EXPORTED



Arts & Crafts



Musical Instruments



Baby Products



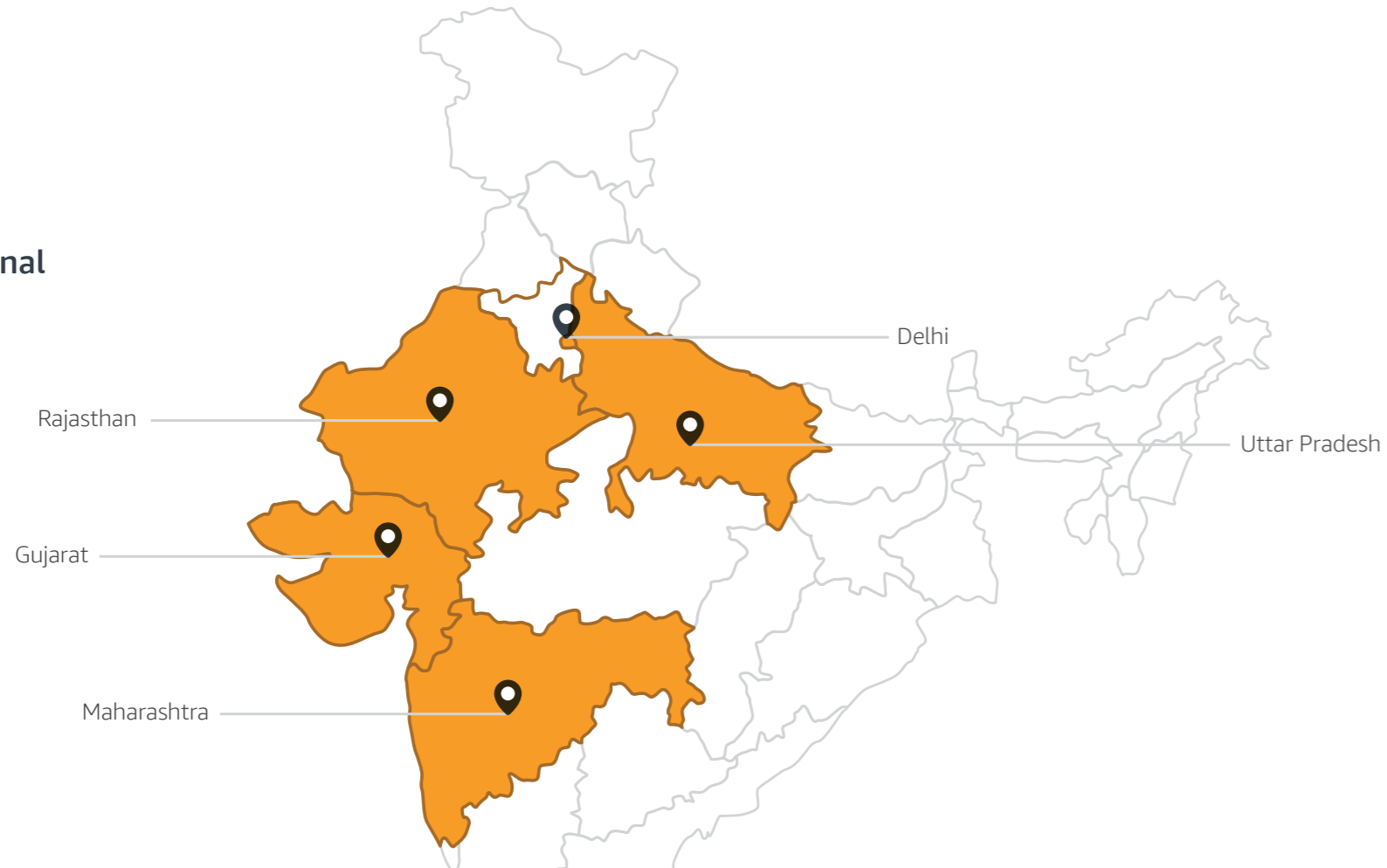
Videos & DVDs



Pet Products

EMERGING PRODUCT CATEGORIES

States with the Maximum Number of International Exporters



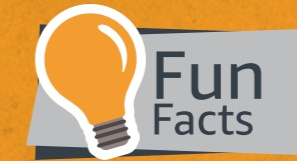
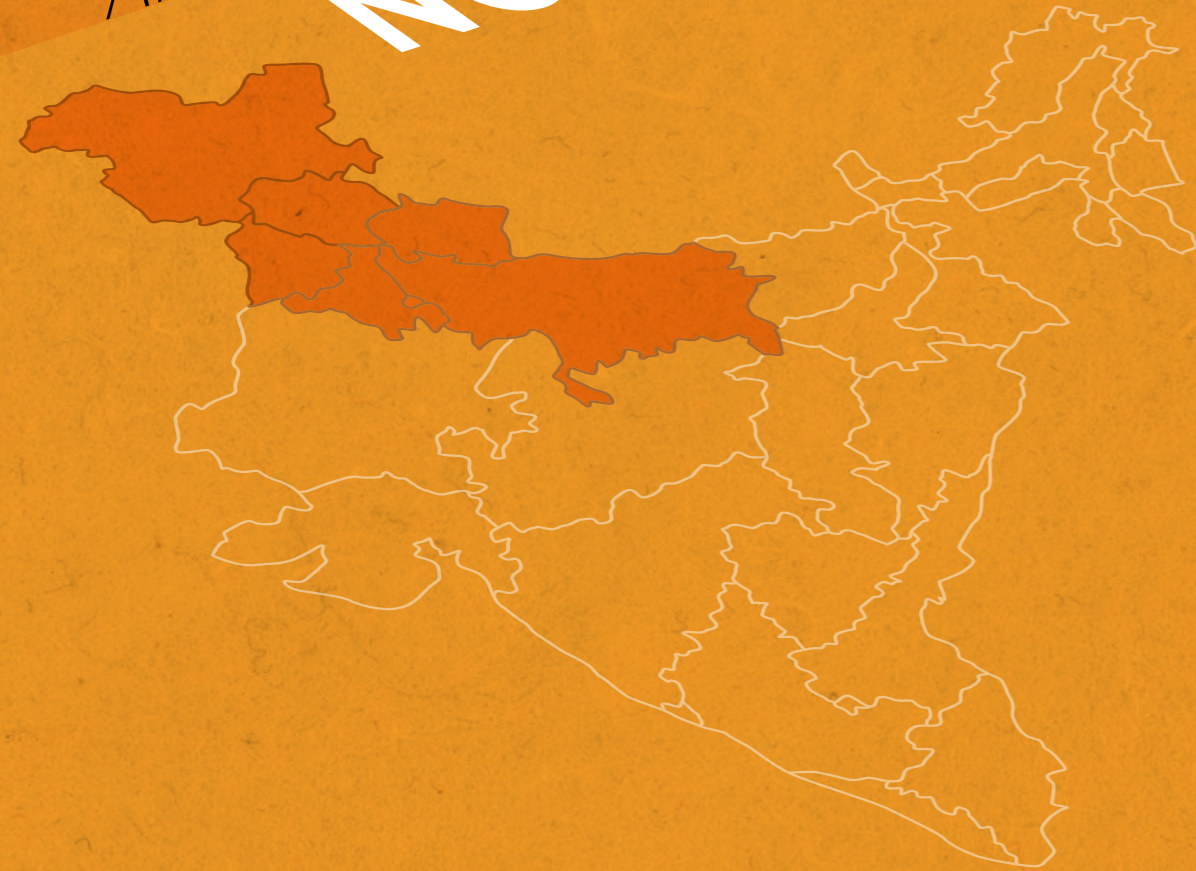
Cities with the Maximum Number of International Exporters

- 1 New Delhi
- 2 Jaipur
- 3 Mumbai
- 4 Indore
- 5 Surat

Emerging Exporter Cities

- 1 Cuttack
- 2 Darjeeling
- 3 Kankroli
- 4 Peermade
- 5 Rampura Phul

AMAZON GLOBAL SELLING NORTH INDIA FOCUS



#1



Apparel and shoe sellers of the North region have generated **9.2 million** views on their products. That's over **3 times** greater than the population of Punjab!

#2



Mr. Mission Possible is an out-of-the-box chef knife roll from North seller **Aaron Leather Goods Vendima Estilo**, specially created for culinary artists on the move. It is made of **genuine leather** and is stitched by **artisan leatherworkers**.



Home



Books



Apparel



Health & Personal Care



Beauty

TOP PRODUCT CATEGORIES BEING EXPORTED



Watches



Camera



Pet Products



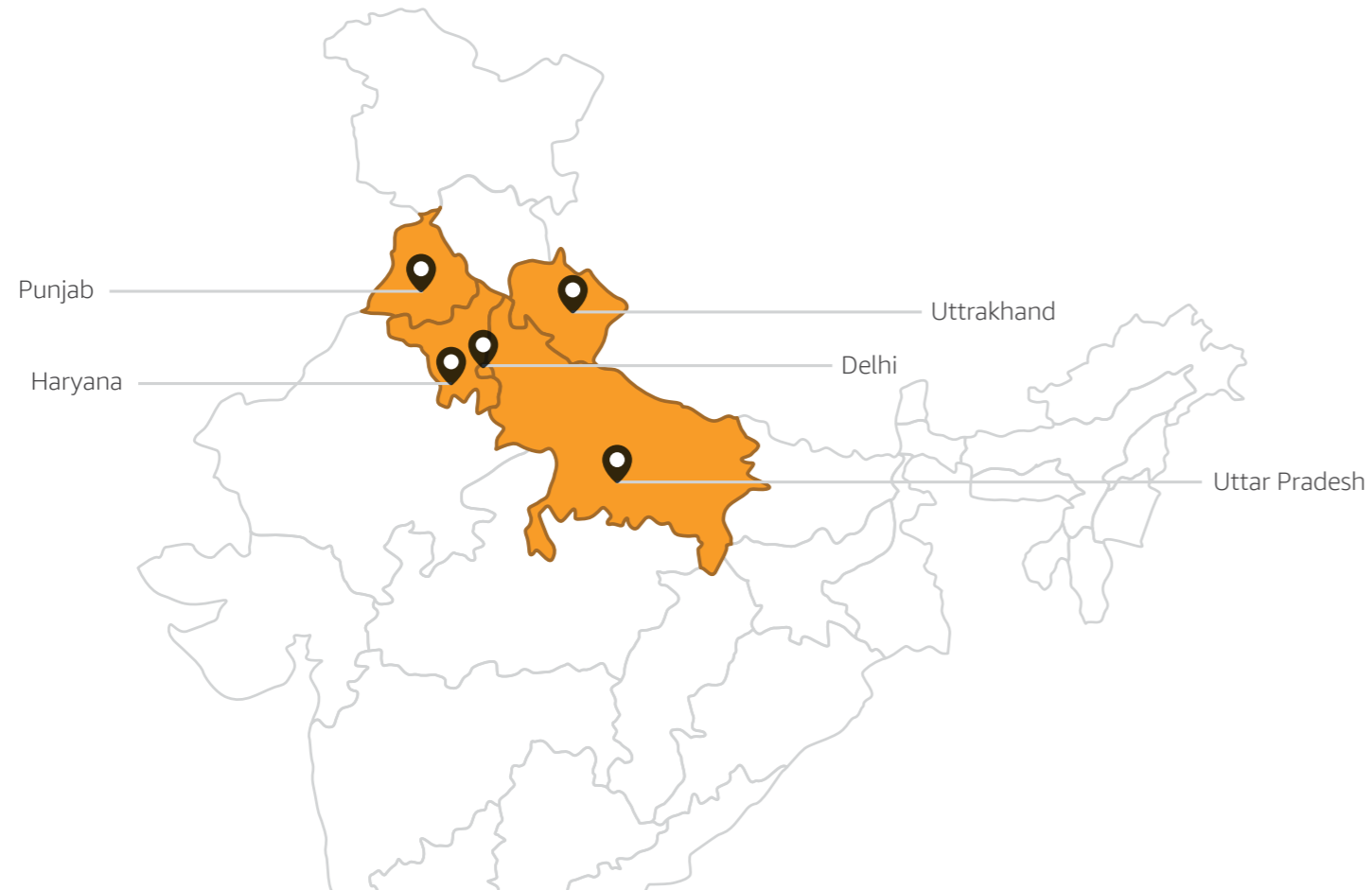
Outdoors



Home Entertainment

EMERGING PRODUCT CATEGORIES

States with the Maximum Number of International Exporters



Cities with the Maximum Number of International Exporters

- 1 New Delhi
- 2 Rourkee
- 3 Noida
- 4 Faridabad
- 5 Chandigarh

Emerging Exporter Cities

- 1 Dharamshala
- 2 Rampura Phul
- 3 Sambhal
- 4 Shamli
- 5 Rishikesh

Celebrating Our Sellers' Success

Ghazal & Varun
Mama Earth, Gurgaon

Gifting Parents Peace of Mind with Baby Care

“We started as a two-person operation, producing six products. Our first employee joined us in 2017, and we now have 50 employees working with us.”



How it Began

Varun studied at XLRI Jamshedpur, and later worked as a management trainee with Hindustan Unilever. I passed out from NIIT, and at the time had started my own business, but I was struggling. Then we found out that we were expecting.

The Journey

As first-time parents we wanted to do everything right for our baby, just as every parent wants to do. And through research, we found that India doesn't have many regulations when it comes to baby products in comparison to Western countries such as US or UK. This was a frightening discovery. After our child was born, we took to importing toxin-free products from abroad. It was a complicated, expensive process. After talking about it with other parents, we realized that we really wanted to provide safe baby products in India. In 2016 we quit our jobs and launched Mama Earth.

Amazon and Mama Earth

We hit the ground running, using the Amazon Launchpad to help our brand reach parents across the country. Being longtime Amazon customers ourselves, we were certain that online selling through Amazon.in was the best way to promote our brand and create a customer base. And we were right. I don't think any other platform has the scope to target and build a brand the way Amazon does. **We reached 300k+ parents across 150+ cities in India.** We also began to get a lot of inquiries from US-based customers on our social media platforms, particularly from NRIs looking for a safe, Indian brand. So a year and a half after establishing our brand in India, we went global and launched on Amazon.com.

Unforgettable Moment

One of our biggest milestones was receiving the Madesafe Certificate, which allowed us to confidently say that our brand is toxin-free. Another exciting experience for us was the first time our products were listed in the Amazon Best Seller list in the baby care category, which really boosted our presence. But the biggest boost to our brand was the moment Shilpa Shetty came on board as an investor. Her influence and word helped us grow our reach exponentially.

Mama Earth Today

Today, we're a strong player in all marketplaces, with **more than 50% of our business coming in from Amazon.** We started as a two-person operation, producing six products. Our first employee joined us in 2017, and we now have 50 employees working with us. I felt like I owed it to myself to create this brand — We didn't want to live with the regret of not trying, and we had nothing to lose. The purpose behind the venture was too strong to ignore, and it feels great to impact so many lives. We've come really far, and we're aiming even higher. By 2020 we want to be a 100 crore brand, reaching 1 million consumers across the world. We know that Amazon will continue to be a great partner in our journey.



Started in year:
2016

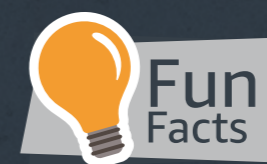
YoY growth in sales:
3X

Scan here to visit
seller storefront





AMAZON GLOBAL SELLING EAST INDIA FOCUS



#1



The East region has shipped **20,718 kgs** of tea around the world — enough to make **5 million cups of tea!**

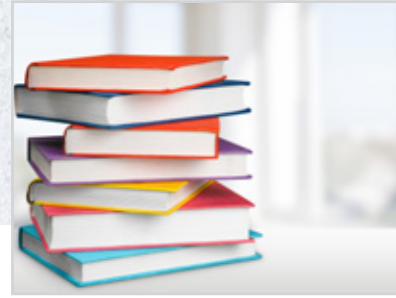
#2



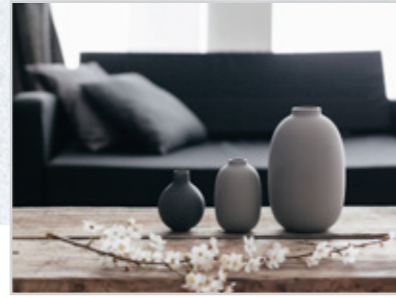
The **premium teas** packaged by **Vahdam Teas**, who source their products from the East region, are a real hit on the global market. It even received a glowing review from **Oprah Winfrey!**



Apparel



Books



Home



Health & Personal Care



Beauty

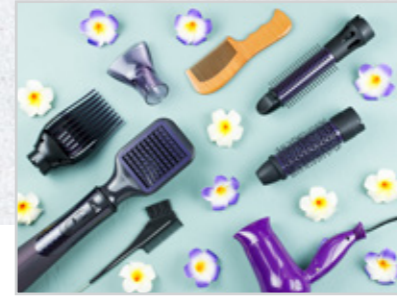
TOP PRODUCT CATEGORIES BEING EXPORTED



Watches



Furniture



Personal Care Appliances



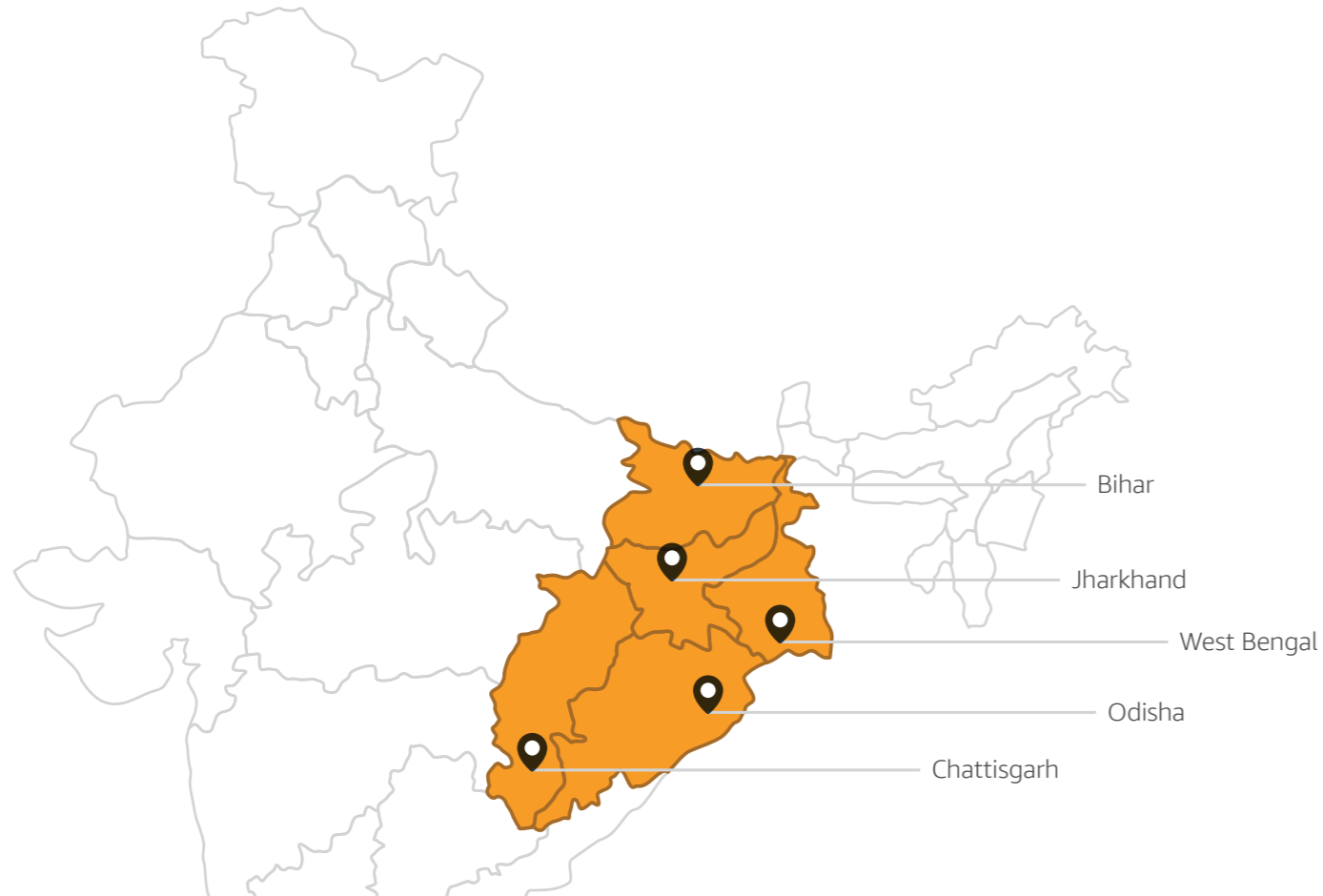
Tools



Electronics

EMERGING PRODUCT CATEGORIES

States with the Maximum Number of International Exporters



Cities with the Maximum Number of International Exporters

- 1 Kolkata
- 2 Bhubaneswar
- 3 Raipur
- 4 Serampore
- 5 Phulwari

Emerging Exporter Cities

- 1 Bilaspur
- 2 Cuttack
- 3 Darjeeling
- 4 Balasore
- 5 Gaya

Celebrating Our Sellers' Success

Bala Sarda
Vahdam Teas, Delhi/Darjeeling

Bringing Indian Tea into the Global Spotlight

“And thanks to our growing popularity, we received a glowing endorsement from Oprah, who wanted to make a special package with three of her favorite Vahdam Chai Teas.”



How it Began

I'm a fourth-generation businessman in a family that has spent the last 80 years in the tea industry. I knew that India was the largest consumer and exporter of tea, but that there was no home-grown premium Indian brand on the global market. The problem was in the supply chain, which was often so long that the tea would no longer be fresh by the time it was exported. My goal was to bring fresh, indigenous tea to the world by cutting out the middlemen.

The Journey

I worked within the family business for a few years to understand how the industry works, before moving on to set up my own brand. My focus was on getting Indian tea to American markets. In 2015, I set up Vahdam Teas — named after my father, who has always been very passionate about putting India on the map as a global exporter of high-quality tea. I began working closely with farmers from the North-Eastern region so that I could assure a fresh, quality product. Once we had created our first blends, we set up a warehouse in Delhi where we could immediately pack and ship it to the US marketplace.

Amazon and Vahdam Teas

Amazon logistics has been invaluable in helping us reach the right customers. **With Amazon, we didn't have to focus so much on marketing and back-end work, and could focus on developing our product**, which is our real brand ambassador. As such, Amazon has been a key player in our growth.

Unforgettable Moment

We have shipped over 100 million cups of tea to over 180 countries, making us India's largest home-grown brand. This was especially gratifying, as many people had suggested we remove 'Indian tea' from our packaging, when we started, as globally, Indian products were considered low quality. But we really wanted to change this perception, and I think we have. We also celebrated our third Founders Day on April 20th, 2018. In honor of this milestone, we pledged to donate 1% of our revenue to our tea workers' children, helping educate 1000+ students across 10 states through the TeachMe initiative. And thanks to our growing popularity, we received a glowing endorsement from Oprah, who wanted to make a special package with three of her favorite products. This opened a lot of doors for us in the latter half of 2018. To gain funds to further improve our product, we approached Fireside Venture to invest in our brand, and have raised new funding to further grow our business.

Vahdam Teas Today

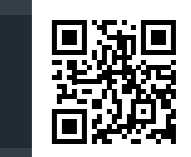
We started out with only two employees in 2015 — a business manager and me. Now we are a team of around 150 people, with an office in New York. We are India's largest growing brand, experiencing 30x growth since we first began. **Our products are among the top rated tea brands in America**, and we've received over 15,000 reviews and a 4.6 average rating on Amazon. But we're only scratching the surface. We want to take Vahdam Teas even further!



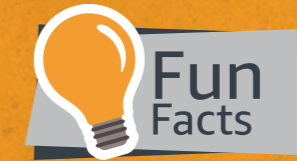
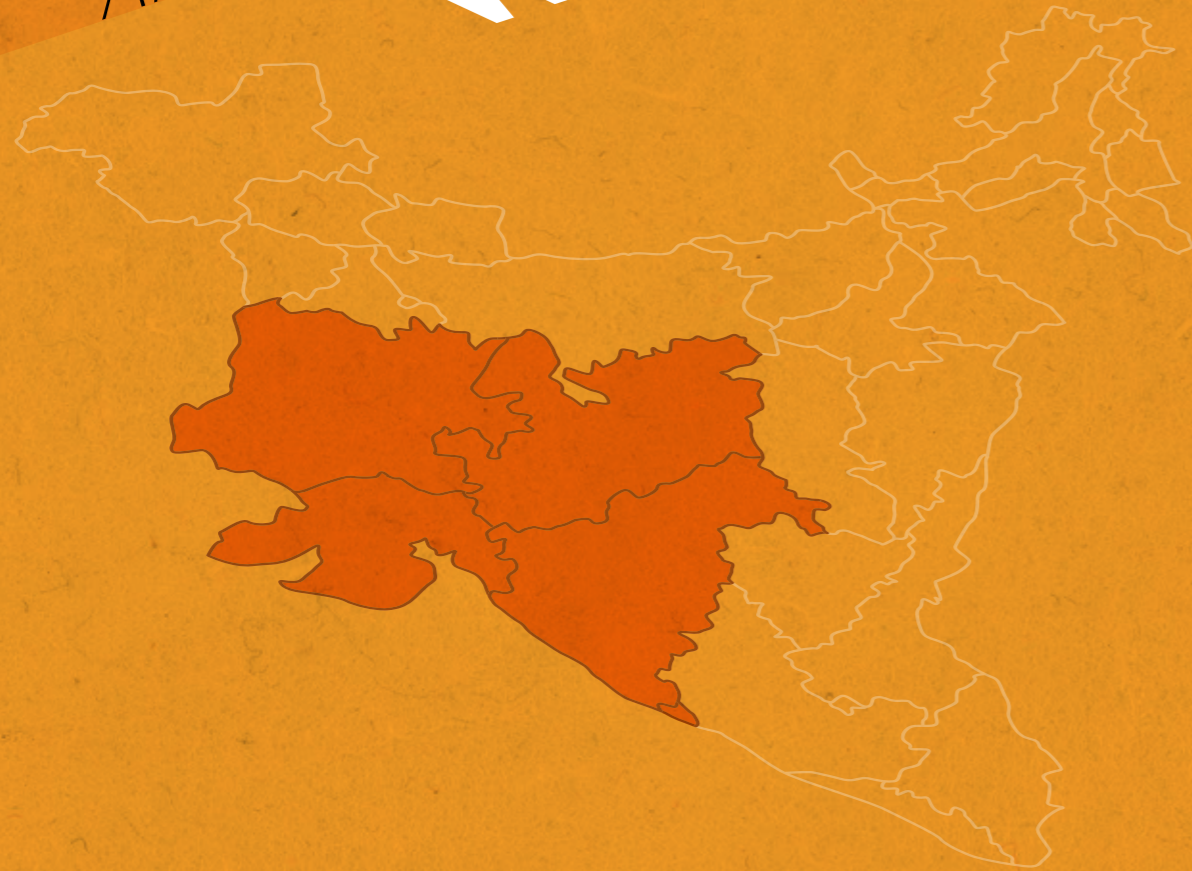
Started in year:
2015

YoY growth in sales:
200%+

Scan here to visit
seller storefront



AMAZON GLOBAL SELLING WEST INDIA FOCUS



#1



The West region has sold **4 lakh pieces** of jewelry — enough to fill the Jewelry Gallery in the National Museum, Delhi **1,600 times**.

#2



Aspiring Grandmasters will find a worthy opponent in this chessboard by West seller **Square-off**. The AI-based set uses **advanced robotics and sensors** to automatically move pieces with pinpoint precision.



Home



Apparel



Jewelry



Kitchen



Office Products

TOP PRODUCT CATEGORIES BEING EXPORTED



Arts & Crafts



Music



Luggage



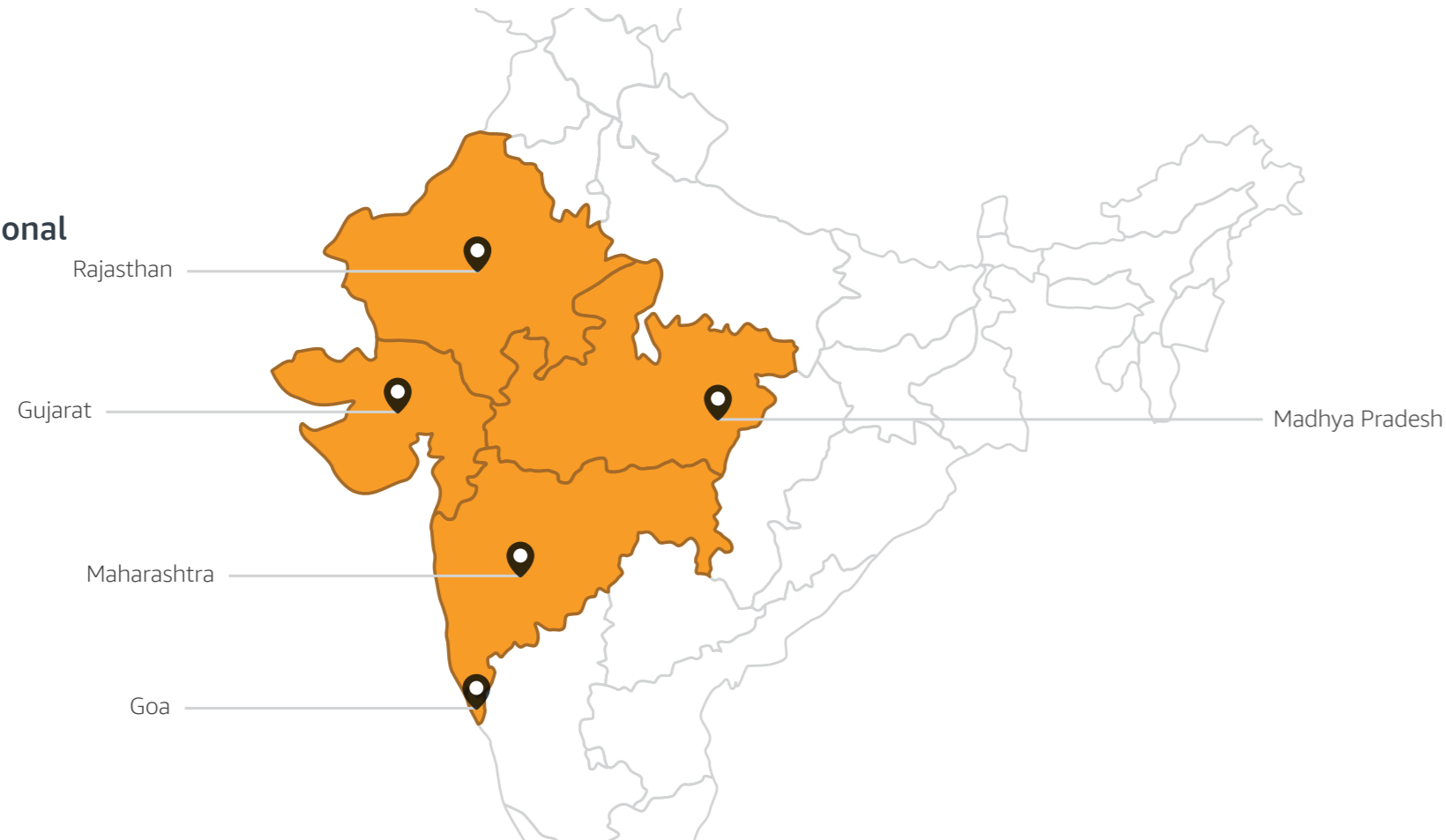
Videos & DVDs



Personal Care Appliances

EMERGING PRODUCT CATEGORIES

States with the Maximum Number of International Exporters



Cities with the Maximum Number of International Exporters

- 1 Jaipur
- 2 Mumbai
- 3 Indore
- 4 Surat
- 5 Ahmedabad

Emerging Exporter Cities

- 1 Banswara
- 2 Kankroli
- 3 Mehsana
- 4 Porbandar
- 5 Ratlam

Celebrating Our Sellers' Success

Bhavesh
Ziya Fashion, Surat

Growing from a Small Brand to a Big Name

“My products are available in the US, Canadian, and Mexican marketplaces. Before I knew it, I had 200 items on FBA, and 400+ designs overall.”



How it Began

After completing my BCA, I worked for two years in my father's textile business. In just one year of working, I gained a lot of experience that gave me the confidence to start my own clothing brand, Ziya Fashion.

The Journey

I opened a shop and started with offline sales, but I wasn't getting a lot of customers. So I thought to turn to an online platform. My father was against the idea, thinking that I should stick to offline sales only, but I was determined to give online sales a try.

Amazon and Ziya Fashion

I joined the Amazon Global Marketplace in March 2018, and I've seen a great difference since. I slowly went live on FBA and got a great response. **I'm reaching markets I couldn't have dreamed of in an offline store.** My products are available in the US, Canadian, and Mexican marketplaces. Before I knew it, I had 200 items on FBA, and 400+ designs overall.

Unforgettable Moment

I was amazed by how effective it was to sell online through Amazon. We were making approximately ₹15,000 a day offline, but **our online sales valued upto two lakhs a day in season.** That was the entire month's worth of sales in a single day. From a small seller, we had become a big name.

Ziya Fashion Today

When I first launched the brand, I was working on my own. Thanks to my success on Amazon, I was able to expand to a team of 10. With this success I aim to introduce even more categories and expand into the European and Australian marketplaces.



Started in year:
2018

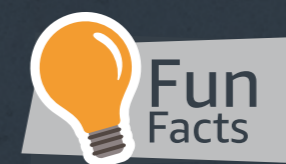
YoY growth in sales:
400%

Scan here to visit
seller storefront





AMAZON GLOBAL SELLING SOUTH INDIA FOCUS



Fun
Facts

#1

545,896.8
meters



The South region has sold **545,896.8 m** of cloth — that's nearly the **distance between Kochi and Puducherry**, or the breadth of the Indian peninsula.

#2



Everyone's heard of personalized t-shirts and mugs, but what about **customized teaspoons**? This quirky offering is a specialty of South seller **Boston Creative Company LLC**.



Home



Apparel



Kitchen



Lawn & Garden



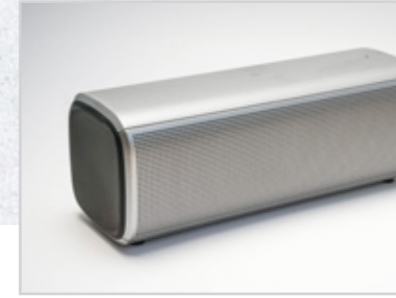
Books



Board Games



Shoes



Home Entertainment



Sports Gear

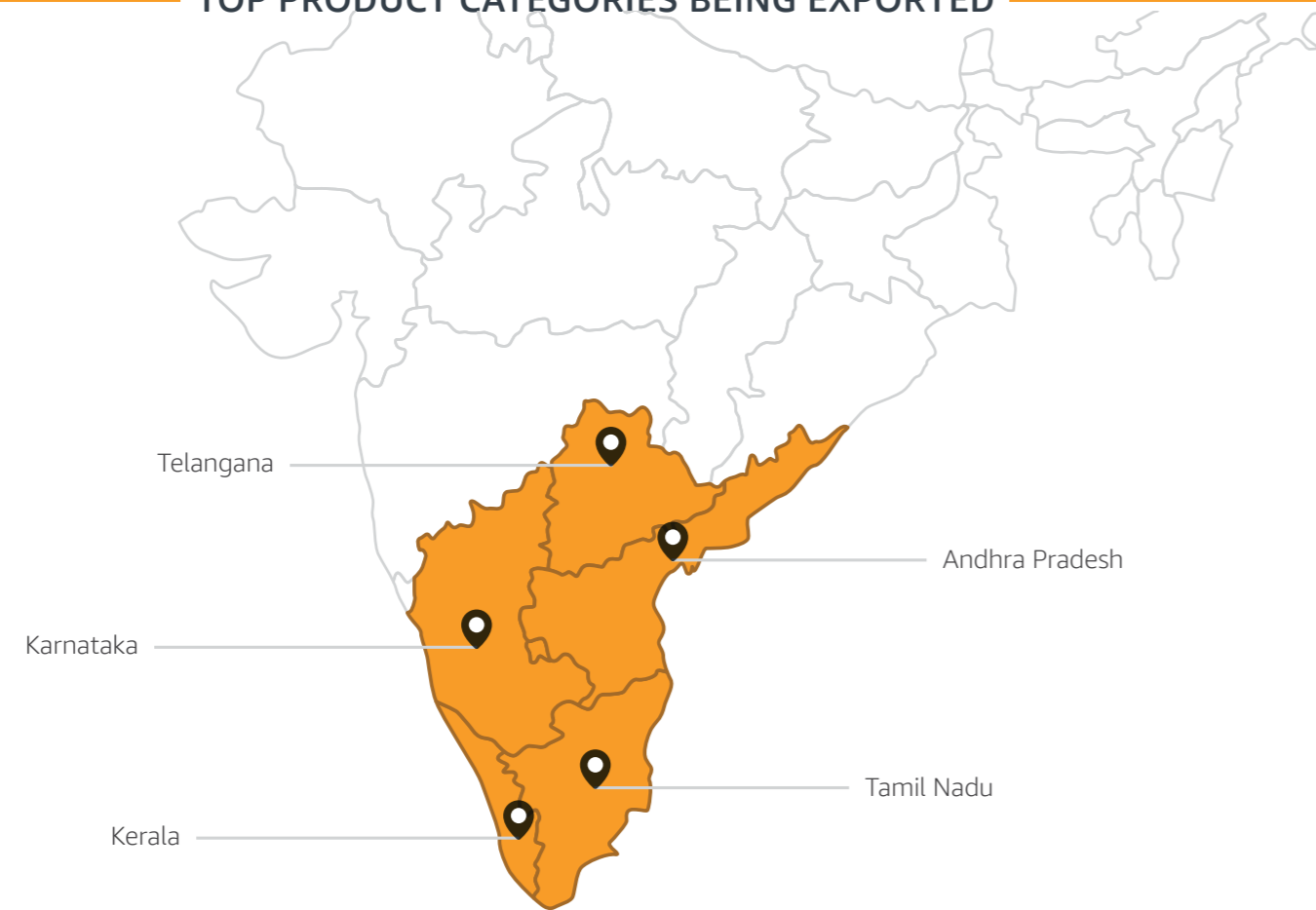


Camera Bags

TOP PRODUCT CATEGORIES BEING EXPORTED

EMERGING PRODUCT CATEGORIES

States with the Maximum Number of International Exporters



Cities with the Maximum Number of International Exporters

- 1 Bengaluru
- 2 Secunderabad
- 3 Chennai
- 4 Kadapa
- 5 Nampally

Emerging Exporter Cities

- 1 Hassan
- 2 Peermade
- 3 Kadapa
- 4 Eluru
- 5 Kottayam

Celebrating Our Sellers' Success

Vijay Seetharam
Linen and Towel, Karur

Going from a Supplier to an Entrepreneur

“An idea struck and we asked ourselves — why can't we start our own brand and sell directly to customers?”



How it Began

I was a software engineer, and worked in the US for a few years before moving back to Bengaluru, India. I had a dream of starting my own business, and the textile industry had always seemed interesting.

The Journey

I knew that I had to set-up my business in the textile hub of India. So I gathered information and, in 2011, set-up my business in Karur, travelling up and down from Bengaluru to manage operations. For the initial three to four years, we supplied materials to brands and wholesalers in the US and Denmark, who converted our material into finished products and sold them to customers.

Amazon and Linen and Towel

An idea struck and we asked ourselves — why can't we start our own brand and sell directly to customers? We did our research and figured that Amazon had a lot of customers, so it did not make sense for us to open our own website. **Finding and building our own customer base would have taken a long time, maybe even a 100 years.** So in 2017, we launched our global selling account on Amazon.com, Amazon's US marketplace. In the first year our sales were slow — \$1000 per month, but now, in 2018, we do business of \$1500 per day. We learnt that as a manufacturer, we can create thousands of products — but it is not just about manufacturing products; one needs to know how to market them as well.

Unforgettable Moment

When we received our first sale and the first positive customer feedback, it was exciting. We were apprehensive whether customers would like our products. The first negative feedback was equally important; it taught us what changes were necessary for the customers we were catering to. The most memorable moment, however, was our first 'Deal of the Day' (DOTD). When we opened our account the next morning, we were surprised to see that our entire container of 50,000 products had sold out — in just one day. It was a big shock and a real confidence booster.

Linen and Towel Today

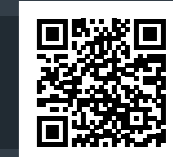
Today, **Linen and Towel gets about 70% of total sales from Amazon worldwide marketplaces**, especially US. We started with a team of three, and now have 200 people working with us. We are proud to provide free tuition and schooling to the children of our workforce. Our products are organic certified from the US, making us a preferred brand, especially for babies and kids. So far things have been good for us, but there is still a long way to go.



Started in year:
2017

YoY growth in sales:
60%

Scan here to visit seller storefront



AMAZON GLOBAL SELLING
INTERNATIONAL DEMAND
FOR INDIAN PRODUCTS



Global demand for Indian products — **hundreds of millions** of customers from **180+** countries

AMAZON NORTH AMERICA

Top Cities Buying Products from India



Home



Health & Personal Care



Books



Beauty



Apparel

TOP PRODUCTS FROM INDIA BOUGHT IN NORTH AMERICA

Customers Speak



India has great green tea too! Who knew?

I was formerly a tea buyer, and have tasted hundreds of different teas from all over the world. Now I'm much more casual about it, but still like to have decent quality teas for daily consumption. On a whim, I tried Vahdam, and I must say: wow! The tea punches above its weight, definitely. **I don't think I've ever encountered anything so fresh, and their commitment to transparency in disclosing how their supply chain works is a real positive.**

Flavor notes: I've long considered green teas to be the province of China and Japan, but I thought I'd give this one a shot. It's fantastic. I'd describe it as a middle-of-the-road green (not too vegetal like a Sencha, but not too astringent like a gunpowder). It's not the most delicate, but rather it has a fairly assertive flavor that is very pleasing. I like it brewed with water around 175°F for 2 minutes, but will be experimenting further. **Overall, a great entry from India!**

Climberevan
July 2018
★★★★★



Exceeded expectations

I usually buy sheets at discount stores that sell name brands, but never again. Those are like tissue paper compared to these. These are thick, but soft, and are beautifully constructed, with straight, well-sewn seams. **They feel far more luxe than the price suggests.**

Nicolai2013
August 2017
★★★★★



Perfect!

I love everything about this dress. It's **stylish, comfortable, great length, nice fabric, beautiful colors, and perfect with the pair of mustard colored leggings I brought to wear with it.** You can dress it up or down. It fits a little snug on the arms, so you may need to get it a size up.

J. Lewis
October 2018
★★★★★

AMAZON EUROPE

Top Cities Buying Products from India



Home



Health & Personal Care



Books



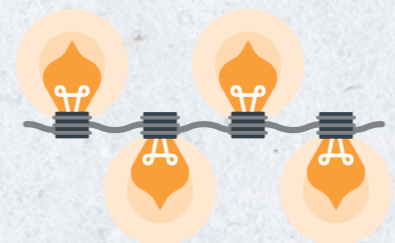
Office Products



Wireless

TOP PRODUCTS FROM INDIA BOUGHT IN EUROPE

Customers Speak



Super

I am excited. Such great lights necklaces I've never had. **They look super nice on the Christmas tree, and the various light effects that can be set are an eye-catcher.**

GlitterGloria
December 2018



An interplay of wonderful smells

These incense sticks come in an attractive, loving package. They're very good. **The pleasant and unique smell of each flows through the rooms.** The burn time is long-lasting, as was promised in the description of the product. The price performance ratio can't be beat. I did a comparison to other products, but these are the best. **I would buy them again at any time.**

Jana
December 2018



Should have bought sooner!

I'm recovering from an awful flu virus, and found that the catarrh and cough was just hanging on for weeks and weeks after. I thought I'd give a neti pot a try to clear the dreadful sinus pain and infection, and even after one (tentative) use it cleared my sinuses, leaving them feeling fresh and decongested. **I will continue to use it once a day while I'm still ill, then weekly as a part of my health regime.**

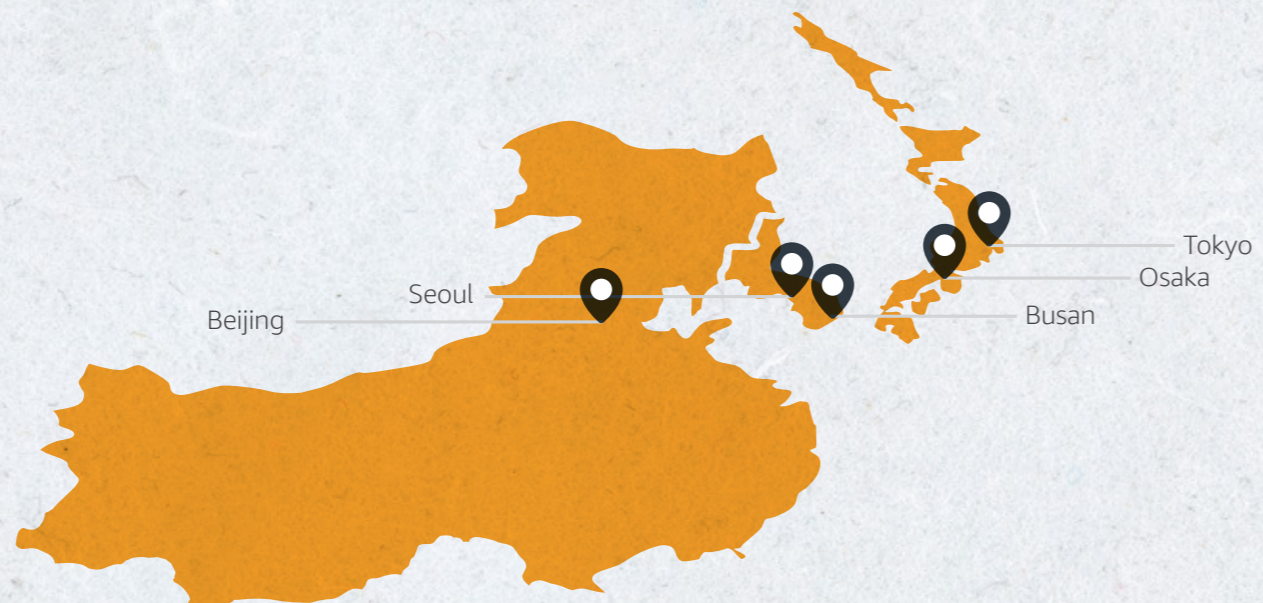
It's easy to use, if a bit weird sensation, but will no doubt get easier with practice. I used the included salt packets, but I'm sure you could easily make up your own solution.

Excellent and ancient tool!

Spo0kleg
November 2017
★★★★★

AMAZON JAPAN

Top Cities Buying Products from India



Sports



Toys



PC



Musical Instrument



Health & Personal Care

TOP PRODUCTS FROM INDIA BOUGHT IN JAPAN

Customers Speak



I wanted it very much. Yes.

The packaging is very polite, and the **delivery is fast**. Controller color and **good quality**. It's really cool. I'm glad I bought it (^_^).

忍者君

June 2017



It's delicious!

I thought that it was delicious before being taken out in a yoga class, and I bought it for the first time. There are a lot of tea bags sold, but because I drink a lot personally, I like the leaf that can be used any amount. It is written that it is good for colds and throats, so **I drink daily**. I think that it is easy to drink without peculiarity if it is **fine taste** and general herbal tea is okay.

Xiangfei

December 2018



I like the product as much as the description of the seller.

This product has a good texture for the price, and **I like it very much**.

Amazon Customer

August 2017



NEW

INITIATIVES IN 2018

ENABLING SELLERS TO TAKE ADVANTAGE OF NEW
E-COMMERCE OPPORTUNITIES ACROSS BORDERS



AMAZON AUSTRALIA

Top Cities Buying Products from India



100+ Indian exporters selling in Australia using Global Fulfillment by Amazon

500+ Indian exporters selling in Australia

23k+ Indian products sold in Australia

12MM+ Indian products are available on Amazon Australia



Books



Home



Beauty



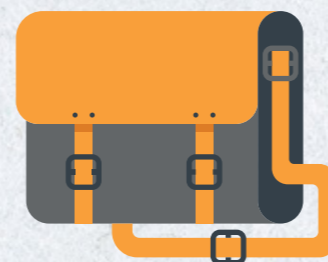
Apparel



Health & Personal Care

TOP PRODUCTS FROM INDIA BOUGHT IN AUSTRALIA

Customers Speak



I like it very much!

A very stylish product. **Delivers value for money.** It's a gorgeous bag. **I am sure it's going to last me forever.**

David Wagh
May 2018
★★★★★



Perfect fit and very high quality

This case is beautiful, very well padded, and the perfect size. My 15" MacBook Pro 2018 with Touch Bar fits very easily inside. With the laptop (no case or anything else) inside there's is about an extra half a cm either side of the laptop and 1 cm top and bottom. Enough room that it's easy to get in and out without damage or rubbing but no risk of it bouncing around in the case and getting damaged. **The case is very high quality** and comes with 12 month extended warranty through Tomtoc if you register it.

Chloe
October 2018
★★★★★



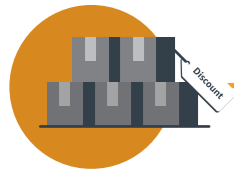
Endless hours of fun

We purchased this set for our grandson who is now 17 months old. He has spent so much time building with them and is so thrilled when he manages to make a small tower. **They are great for hand and eye coordination and we spend such quality time together making our designs.**

Lee
February 2019
★★★★★

Presenting the all-new B2B Program

Amazon's new B2B program provides organizations, from MSMEs to VLEs, with a full suite of features to help them take advantage of new opportunities such as:



Discounted Referral Fees for Bulk Orders

Sellers can now sell in bulk quantities and enjoy lower referral fees on select categories, compared to current fees



Business Price and Quantity Discounts Targeted for Business Customers

Sellers can offer business pricing and bulk quantity discounts exclusively to business customers



Single Selling Account

Sellers get the convenience of using a single selling account to manage their inventory and product listings for both B2C and B2B selling



Complete Control of Pricing, Brand, and Messaging

Seller has complete control of the messaging — from an individual product detail page to their brand's storefront on Amazon



Amazon Customer Service

Seller can avail world-class Amazon customer service through telephone and email to address and resolve issues

TOP PRODUCT CATEGORIES BEING EXPORTED



Books



Jewelry



Home



Apparel



Lawn & Garden

6k+ Indian B2B exporters

400+ Indian products sold in the international B2B sector

23MM+ Indian products are available in the international B2B sector

5.8K+ Indian exporters in the International B2B sector are using Global Fulfillment by Amazon

States with the Maximum Number of International Exporters

- 1 Madhya Pradesh
- 2 Delhi
- 3 Maharashtra
- 4 Rajasthan
- 5 Uttarakhand

Cities with the Maximum Number of International Exporters

- 1 Indore
- 2 Jaipur
- 3 New Delhi
- 4 Mumbai
- 5 Haridwar

Emerging Exporter Cities

- 1 Vasai
- 2 Unchahar
- 3 Shivpuri
- 4 Sanganer
- 5 Ranchi

International Sale-period Trends for Indian Exporters Selling Globally with Amazon

Amazon Prime Day

69% overall growth in
seller participation

122% overall
growth in units sold

Amazon Cyber Monday

30% growth in
seller participation

39% growth
in units sold

Amazon Black Friday

30% growth in
seller participation

25% growth
in units sold

Top Products purchased on Amazon Prime Day



Home



Apparel



Wireless



Health & Personal Care



Beauty

Top Products purchased on Amazon Cyber Monday



Home



Apparel



Grocery



Beauty



Health & Personal Care

Top Products purchased on Amazon Black Friday



Home



Grocery



Beauty



Health & Personal Care



Books

Celebrating Our Sellers' Success

Archana
Touchstone, New Delhi

Taking an Industry Pioneer to New Heights

“With the popularity we have gained abroad, we adapted our designs for the global market, while also retaining their distinctive Indian flair.”



How it Began

I came from a business family, and finished an MBA from IIM Ahmedabad in 1988. My family owned textile mills, and I worked there until 1995. In 1996, I quit and worked with my husband to set up Touchstone, a manufacturing unit for ethnic-style imitation jewelry, in Noida.

The Journey

We had noticed the popularity of imitation jewelry across the world and the lack of availability in India. To us, this was a tremendous market opportunity. We also wanted to make the enormous treasure of Indian jewellery available to everyone. Touchstone was the first brand in this category, and over the years we created a massive retail network with presence in major department stores across the country. We were also one of the first players in e-commerce, working with portals like Rediff and India Times as early as 1999.

Amazon and Touchstone

When Amazon came to India, it seemed like the next logical step to grow our brand. We were invited to join the platform at its inception due to our status as one of the prominent retail players in the category. **They were incredibly supportive, even training our staff and providing professional photographers to conduct our first-ever photo shoot. Amazon also helped us realize our dream of reaching a global market when we joined their Global Selling Program in 2016.**

Unforgettable Moment

Our first big milestone was when we broke into the American market, where our products received great responses. After that we expanded into the European market. Before we knew it, we were the top India-based global B2C seller in the category.

Touchstone Today

Today, thanks to Amazon, we've grown significantly in the global marketplace. I believe that women must be empowered economically and so we employ a strong team of mostly women employees. In addition to Touchstone, I served as the national president of FICCI Ladies Organization, the oldest business chamber for women, and I have initiated several projects to train women in e-commerce, particularly at the grassroots level. Touchstone is just one way to help this cause. With the popularity we have gained abroad, we adapted our designs for the global market, while also retaining their distinctive Indian flair. In addition, Amazon has made my book, The History of India for children globally available.

We have come a long way since 1996, and we hope to keep growing exponentially with Amazon by our side.



Started in year:
2016

YoY growth in sales:
100%

Scan here to visit
seller storefront

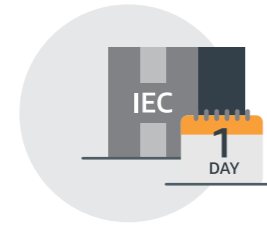


Government of India

Supporting MSMEs to Grow on E-commerce Exports Through Forward-looking Policies

Importer Exporter Code (IEC) Going Digital

Procuring IEC has been made fully digital



Benefits

IEC code allotment is almost instant – MSMEs can get started on exports on day 1

Foreign Post Offices Increased from 3 to 21

India Post provides convenient access for MSMEs to start selling globally and the number of Foreign Post Offices (FPOs) that enable e-commerce exports has been increased to 21



Benefits

MSMEs can now directly dispatch their products through these FPOs, thereby expediting shipment times and increasing sales

Introducing E-commerce Exports specific Customs Forms

The government has introduced the Postal Bill of Exports for consolidated MEIS incentive claims for e-commerce exports, and provided for 'Goods for Sale' and 'Returns' in CN22/23 forms



Benefits

MSMEs can claim export related incentives on e-commerce exports

E-commerce Exports Courier Shipment Value Limit Increased to 5 Lakh

The shipment value limit for courier has been increased from Rs 25,000 to Rs 5,00,000 as the maximum eligible amount for incentive claim



Benefits

MSMEs can now send more products in bulk, claim incentives, and gain increased margins due to high scale

Digital Processing of Exports Customs Clearance

Through 'Digital India', customs now provides export clearances through digital workflows without the need to submit physical documents



Benefits

Faster customs clearances and reduced overheads due to digital documents submission

Reduction in Number of Mandatory Documents to 3

To reduce paperwork and make exports easier, number of documents required during export shipment has been reduced to 3



Benefits

Significant reduction in documentation has reduced export time for MSMEs

Government Partnerships 2018

This year, Amazon has partnered with **15 government** organizations to empower local sellers. These organizations have helped us reach thousands of sellers in **36 cities** across India. Together we've created a platform for these local businesses to find a global audience.

- 01 Federation of Indian Chambers of Commerce & Industry (FICCI) — Delhi, Chennai, Tirupur, Kolkata
- 02 FICCI Ladies Organisation (FICCI FLO) — Guwahati
- 03 Federation of Indian Export Organisations (FIEO) — Ludhiana, Moradabad, Saharanpur, Roorkee, Agra, Chandigarh, Ambala, Jalandhar, Paniput, Meerut, Jodhpur, Udaipur
- 04 Council for Leather Exports (CLE) — Kanpur, Delhi, Agra
- 05 Export Promotion Council for Handicrafts (EPCH) — Bangalore, Kolkata, Delhi, Agra, Moradabad, Jaipur
- 06 Gem Jewellery Export Promotion Council (GJEPC) — Mumbai, Jaipur
- 07 Coffee Board — Chickmagalur
- 08 Surat Gujarat Chamber of Commerce — Surat
- 09 Indian Institute of Food Processing Technology (IIFPT) — Thanjavur
- 10 Apparel Export Promotion Council (AEPC) — Delhi
- 11 Tirupur Exporters Association — Tirupur
- 12 Karur Exporters Association — Karur
- 13 Export Promotion Council for EOUs and SEZs (EPCES) — Mumbai
- 14 Bharat Diamond Bourse — Mumbai
- 15 Confederation of Indian Industry (CII) — Bangalore, Delhi

Our Partnerships in Action



Free workshop for MSMEs in Chennai organized by FICCI and Amazon Global Selling on 5th June, 2018



Free workshop for MSMEs in Guwahati organized by FICCI FLO, FICCI CMSME, and Amazon Global Selling on 30th August, 2018



Exports Summit 2018 organized by CII in Delhi on 26th October, 2018 in association with Amazon Global Selling



15th Global SME Business Summit 2018 organized by CII in Delhi on 19th and 20th December, 2018 in association with Amazon Global Selling



Free workshop for coffee growers and plantation owners in Chikmagalur organized by Coffee Board of India and Amazon Global Selling on 15th and 16th November, 2018



Shri Sarbananda Sonowal, Honorable Chief Minister of Assam, addressing MSME entrepreneurs in Guwahati

It's still **Day 1**

**FROM INDIA
WITH LOVE**

www.amazon.in/sellglobal