



Amazon.in Launches 'Har Pal Fashionable' Campaign

February 12, 2020

12th February 2020: Amazon.in launched their 'Har Pal Fashionable' marketing campaign today in an exciting fire side chat with Bollywood Actor Sanya Malhotra, Arun Sirdeshmukh, Head of Amazon Fashion India and Ravi Desai, Director - Mass and Brand Marketing, at the Amazon office in Bengaluru. 'Har Pal Fashionable' aims to establish Amazon.in as an enabler of fashion and beauty, where the customers can find relevant products for any and all moments which matter to them.

Fashion plays a very thoughtful role in every macro or micro moment of our customers' lives and fulfills the emotional needs in the life of a customer. As Amazon Fashion continues to focus on fashion, it continues to invest in everything else that goes behind fashion including continually refining the site experience, allowing customers to search and find their product and make an informed buying decision based on the detailed imagery and content offered.

At Amazon, we are always looking to engage with our customers in differentiated ways. This is an exciting opportunity to provide relevant and inspirational content around fashion & beauty to our customers. This will reinforce our position as the fastest growing ecommerce marketplace at scale. Our vision is to transform the way India engages with fashion.

'Har Pal Fashionable' establishes Amazon.in as a trusted marketplace which offers an authentic and exciting range of fashion across all price points to enhance our customers' special moments.

About Amazon.in

The [Amazon.in](#) marketplace is operated by Amazon Seller Services Private Ltd., 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, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce marketplace. For more information, visit www.amazon.in/aboutus. Join Amazon Newsroom: [Twitter](#) | [Facebook](#)

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