



Amazon Small Business Day on June 27 to commemorate UN MSME Day

June 22, 2020

- *Small Business Day to help businesses to rebound from economic disruption created by COVID-19*
- *Small Business Day will help customers discover unique and differentiated products from start-ups, women entrepreneurs, artisans and weavers across hundreds of categories.*

Bangalore, India – 21 June 2020: Amazon announced that the company will host the third edition of its sale event - Small Business Day (SBD) 2020 on June 27 on the occasion of the UN MSME Day. This specially curated annual online 'sale event' will help small businesses, artisans, weavers and micro-entrepreneurs and start-ups to rebound from economic disruption created by COVID-19.

Small Business Day on 27 June 2020 will offer customers the opportunity to discover and purchase unique and hard-to-find products from start-ups, women entrepreneurs, artisans and weavers under its various programs such as Local Shops, Amazon Launchpad, Amazon Saheli, and Amazon Karigar as well as enjoy deals and offers extended by lakhs of small businesses. SBD brings together products across hundreds of categories including work from home essentials; regional weaves in fashion; handcrafted accessories and footwear; wall décor & hangings; idols & figurines; kitchenware; sports essentials among many more.

"SMBs are the backbone of Indian economy who also make the most unique selection of products. These businesses were on a consistent growth trajectory until COVID-19 disrupted many of them. We are committed to support them and help generate customer demand for their products. Hence, this year, we are organizing Small Business Day on June 27 with several themes. Customers will be able to discover some hidden gems from these theme stores on the marketplace while also empowering millions of lives across India through their purchase on Small Business Day." **said Gopal Pillai, Vice President, Seller Services, Amazon India**

In its third year now, Small Business Day has been helpful for Indian SMBs in driving growth. On Small Business Day 2019 that was held in December last year, over 1,200 sellers witnessed their highest single-day sales ever. Artisans and Weavers part of Amazon's Karigar program witnessed a 2.5X growth. Women entrepreneurs selling part of Amazon Saheli program witnessed a growth of 1.7X. Start-up brands under Amazon Launchpad program grew by 1.4X on Small Business Day 2019.

"We witnessed 700% growth in sales on Amazon Small Business Day 2019 and there was great response to our blue pottery trays & decorative Plates. Small Business Day also helped us expand our customer base as we got orders from 30 cities across 13 States. We got first time customers from places like Chinsurah (West Bengal), Birur (Karnataka) & Thanjavur (Tamil Nadu). The last 3-4 months have been a challenging time for our business because of COVID-19 and the on ground restrictions, but we are looking forward to the Amazon Small Business Day on 27th June to delight more customers with our Blue Pottery products and revive our business." said, **Girdhar Gopal, Aditya Blue Art Pottery**

Over the past few months, Amazon India has taken various steps to minimize the impact of the COVID-19 pandemic on sellers. Amazon introduced a group health insurance benefit for sellers to help them cover medical expenses in case of hospitalization and treatment due to COVID-19. Amazon has enabled an 'on-demand disbursement' feature that enables sellers to get their disbursements daily. The company has also introduced a variety of fee waivers to help sellers navigate the economic challenges during these challenging times.

About Amazon.in

The [Amazon.in](https://www.amazon.in) marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN). [Amazon.in](https://www.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.

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About Amazon

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