



Ahead of Prime Day, Amazon India Launches a New Fulfilment Center in Ludhiana

August 3, 2020

With the new launch, Amazon India will have 2 Fulfillment Centers with more than 4.5 lakh cubic feet of storage space in Ludhiana, Punjab

Ludhiana, August 03, 2020: Amazon India announced the expansion of its fulfillment network with the launch of a new specialized Fulfilment Center (FC) for large appliances and furniture in Ludhiana. The new FC has a storage capacity of close to 3 lakh cubic feet and is located in Doraha, Ludhiana. The launch of the new specialized fulfillment center will allow Amazon.in to offer its Fulfilment by Amazon (FBA) service to thousands of small and medium businesses in the state and empower them to gain access to and service customers across the country. It will also enable faster and quicker delivery of products to Amazon.in customers with a wider product selection this Prime Day on 6th and 7th August 2020.

Amazon India offers over 4,500 products in the Large Appliances category consisting of Air Conditioners, Refrigerators, Washing Machines & TVs from leading brands such as LG, Samsung, Whirlpool, Bosch, IFB, and Haier, to name a few. Over 1.2 lakh products covering the entire Furniture range including products for bedroom, living room, dining room, kitchen, home office & more from brands such as Home Centre, Sleepwell, Godrej Interio, @home, Durian, Savva Homes, Fabindia and Wipro Furniture are listed on Amazon.in. During Prime Day 2020, members will have access to over 300 new product launches and thousands of deals on large appliances and Furniture. Prime Day will have offers across categories such as up to 60% off on TVs and appliances and up to 70% off on Furniture. There will be new launches like Whirlpool Bottom Mount Refrigerators, IFB Front Load Washing Machines, Sony Bravia TVs, Sleepwell Mattresses and beds, FabIndia premium Furniture and Wipro Office furniture.

"In line with our long-term investment in Punjab, we are delighted to announce the expansion of our specialized network for large appliances and furniture in Ludhiana. Our world-class fulfillment infrastructure will help thousands of sellers across the state and help them reach a wider customer base. With Prime Day around the corner, we are confident that the new FC will help us provide a delightful experience to our customers with a wider range of products, as they continue to stay safe at their homes", said **Abhinav Singh, Director – Amazon Transportation Services, Amazon India.**

Welcoming the expansion in the state, **Ms. Vini Mahajan, Chief Secretary, Government of Punjab,** said *"Investments in Punjab by large companies like Amazon are testament of the continued strength of the local economy and favourable business environment. We continue to work on two key priorities, one to ensure health & safety of our people and second to ensure livelihood for the people of Punjab. We are pleased to have Amazon India's new fulfillment center in the state which will not only help our MSME community but will also generate job opportunities. We look forward to Amazon's contribution to the economic growth in the region".*

Amazon India recently announced plans to expand its fulfillment network by adding new Fulfilment Centers and expanding existing FCs, in 2020. The company has created one of the most advanced fulfillment networks and sellers in India have been benefitting from Amazon's expertise in fulfillment, reliable nationwide delivery and customer service. When using Fulfilment By Amazon (FBA), sellers across India send their products to Amazon's FCs and once an order is placed, Amazon picks, packs & ships the order to the customer, provides customer service and manages returns on behalf of the sellers.

All customers on www.amazon.in and the Amazon mobile shopping app have an easy and convenient access to millions of products across hundreds of categories. They benefit from a safe and secure ordering experience, convenient electronic payments, Cash on Delivery, Amazon's 24x7 customer service support, and a globally recognized and comprehensive 100% purchase protection provided by Amazon's A-to-Z Guarantee. They can also enjoy Amazon.in's guaranteed next-day, two-day scheduled delivery and standard delivery on products fulfilled by Amazon.

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.

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About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.com/about and follow [@AmazonNews](https://twitter.com/AmazonNews).

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