



## Amazon Easy stores in an all-new avatar

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*Integrates a touch & feel product experience, assisted shopping and last mile delivery for customers through a single touch-point*

**Bengaluru, 09 August 2020:** Amazon today launched the upgraded 'Amazon Easy' store format that integrates multiple Amazon services through a single touchpoint. The upgraded format of Amazon Easy stores will offer a touch & feel product experience through a physical product display. Customers can also place an order on Amazon.in with guided assistance from the store staff and either pick up the order from the store or get it delivered at their doorstep. The store owners will now be able to leverage Amazon's last-mile delivery program – **I Have Space** to deliver packages to customers in their area as well as facilitate pickups, creating an additional revenue stream for themselves. The first such exclusive Amazon Easy store is now operational in Mahalakshmi layout in Bengaluru. Amazon will soon expand the upgraded format stores to other parts of the country with existing and new network partners.

Adopting a vernacular first approach for communication, the upgraded stores are equipped with a better brand and product visibility and a demarcated area for product demos – building trust and assurance for customers in their shopping experience. Alongside multiple established brands, customers can browse and shop from the diverse range of regional/local brands available. With a dedicated space set aside for regional/local brands, Amazon is ensuring visibility for all, and offering a wide range of product selection for customers to choose from. The upgraded format stores will exclusively offer Amazon Easy services. All the upgraded stores are designed with care to abide by the social distancing norms.

**Kishore Thota, Director, Customer Experience & Marketing, Amazon India** said, "We have been working with local business and entrepreneurs to lower the barriers to shopping online, especially for customers from lower tier geographies. This latest Amazon Easy store format is another step in this direction increasing the number of services to customers as well as creating additional source of revenue for store owners." **Kishore adds,** "We see Amazon Easy playing an important role in enabling the next 200-300 million customers to enjoy shopping on Amazon.in as well as creating local jobs and self-employment opportunities"

Amazon works with several network partners across India like Vakrangee, Indiabuy, and Velocity among others to bring the Amazon Easy experience to new-to-ecommerce customers. Amazon.in appoints associates and trains store owners to help customers find and buy products of their choice, while enabling additional revenue streams for entrepreneurs and businesses like kirana stores, medical shops, stationery stores, etc. Amazon has partnered with Velocity to roll out the upgraded format Easy stores starting with Bangalore. Amazon will further expand these stores to other parts of the country in collaboration with its other partners.

"We are delighted to join hands with Amazon India as the network partner for the newly launched exclusive Easy stores in Karnataka. The Amazon Easy stores have the potential to revolutionize the way customers approach e-commerce and online shopping, and the assisted shopping service will add further ease and comfort. We look forward to this partnership, and bringing the benefits of online shopping to many more customers across India", said **Anil Sharma, Managing Director, Velocity Brand Server Pvt Ltd**

Amazon India started Amazon Easy as a pilot in 2015 and has since expanded to every state and union territory across the country with large network partners as well as thousands of individual entrepreneurs. Customers can continue to walk in to their nearest Amazon Easy store present across the country to avail assisted shopping services for shopping on Amazon.in

### 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 <https://www.aboutamazon.in/>

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