



## Small and Medium Businesses and start-ups on Amazon.in to launch 1000+ new products this Prime Day on August 6 and 7

July 31, 2020

- *Thousands of Local Shops on Amazon sellers from 100+ cities to make their Prime Day debut in India*
- *During lead-up to Prime Day, from 23 July until 5 August 2020 23:59 pm, Prime members can shop from millions of unique products offered by SMBs and get 20% cashback up to INR 200 on their Prime Day purchases.*

**Bengaluru, 30 July 2020:** Amazon's highly anticipated Prime Day in India, will start at midnight on Thursday, August 6 and will run for 48 hours, offering Prime members two full days of the best in shopping, savings and blockbuster entertainment from the comfort and safety of their homes. Over 100 Small and Medium Businesses (SMBs) and start-ups on Amazon.in will be launching more than 1000 new products across 17 categories on Prime Day this year. Thousands of Local Shops on Amazon sellers will be making their Prime Day debut in India this year.

Start-ups and small businesses from Amazon's Launchpad program will be launching unique and differentiated products across categories like health & personal care, beauty & grooming, grocery and home products including portable air purifier with exclusive PM 2.5 LED display from REFFAIR; Belgian Waffle Bowl Maker from CORAL Tree; Pregnancy and post-pregnancy pain relief patches with hydrogel properties from Sirona Hygiene; Magnetic LED Asymmetrix Desk Lamp from Theo Solutions Pvt Ltd; Xech iSoothe - portable eye massager from Xech amongst others. Launchpad is a global program that curates, showcases, and delivers unique and differentiated products from startups and emerging brands to millions of Amazon customers.

Prime Day in India will also see artisans and women entrepreneurs from Karigar and Saheli offer deals on unique products like handmade products from Tribes India, Blue pottery by Aditya Blue Pottery, Jewelry from Giva and more. Sellers on the Karigar storefront will offer over 270+ crafts sourced from artisans across the country during this Prime Day. Government emporiums, APCO handlooms from Andhra Pradesh and Mrignayanee from Madhya Pradesh will be showcasing hand-woven apparels ranging from Mangalgiri, Venkatgiri & Chirala to Maheshwari & Chanderi this Prime Day.

**Pranav Bhasin, Director Seller Experience, Amazon India said,** "This Prime Day will help small and medium businesses reach millions of Prime members around the country. It provides an opportunity for the smallest of businesses to participate, rebound from recent challenges and grow their business. This year, thousands of offline retailers as part of Local Shops on Amazon program are participating in the Prime Day and will benefit from high customer demand." **Pranav added,** "Sellers look forward to Prime Day to introduce new products each year, and we are seeing a 2x increase in the number of products being launched by SMBs and start-ups on this Prime Day."

**Deep Bajaj, CEO Sirona Hygiene said,** "We look forward to Prime Day every year to engage with customers across India and expand our range of products. This year, we are bringing a whole new range of health and wellness products through Amazon Launchpad on Prime Day and look forward to serving customers and further boost our business."

"During the last Prime Day, we had our sales double and we got quite a lot of new customers. Now most of those customers have become our regular customers. We are extremely excited for the upcoming Prime Day. It is a privilege to introduce our brand to new customers, and we are looking forward to launching our new PROBIOTIC 20g Protein Bars this time. Thank you Amazon for providing us such an opportunity," **said Rajan Srinivasan, SIRIMIRI Nutrition Food Products Pvt Ltd.**

Last year, thousands of SMBs, women entrepreneurs, weavers, and start-ups from across the country in programs like Amazon Karigar, Amazon Saheli, Amazon Launchpad and Amazon Business showcased over 500 new products first for Prime members. Small businesses and sellers in the Launchpad program registered sales growth of up to 2.8x whereas Karigar sellers saw nearly 2.5x increase in their sale volumes. Top selling products from SMBs included Power Gummies Hair Vitamin, Anti-Theft Backpack with USB Charging Port and Ayurvedic products from Kapiva.

### Every Day Made Better with Prime

Prime is designed to make your life better every single day. Over 150 million paid Prime members around the world enjoy the many benefits of Prime. In India, this includes unlimited free shipping, unlimited access to award-winning movies & TV shows with Prime Video, unlimited access to millions of songs ad-free with Prime Music, a free rotating selection of more than 1,000 books; magazines and comics with Prime Reading, access to free in-game content and benefits with Gaming with Prime, exclusive product launches, early access to Lightning Deals and more. Go to [www.amazon.in/prime](http://www.amazon.in/prime) to learn more about Prime.

### About Amazon.in

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

For news on Amazon, follow [www.twitter.com/AmazonNews\\_IN](https://twitter.com/AmazonNews_IN)

### 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, Fulfillment 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 [amazon.com/about](http://amazon.com/about) and follow [@AmazonNews](https://twitter.com/AmazonNews).

**For more information contact:**

**Shashank Rathod**

Amazon India | [rathshas@amazon.com](mailto:rathshas@amazon.com)

**Sweta Nair**

PCA | [sweta.nair@publicisconsultants-asia.com](mailto:sweta.nair@publicisconsultants-asia.com)