



## Indian Exporters on Amazon Global Selling gear up for Black Friday and Cyber Monday

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- Thousands of new products being launched by Indian Exporters on Amazon's global websites for this Black Friday and Cyber Monday
- On Black Friday last year – Indian exporters saw a YOY growth of 76% in the total units sold and on Cyber Monday, they witnessed 55% YOY growth in total units sold.

**Bengaluru, November 24, 2020:** More than 70,000 Indian exporters on Amazon's Global Selling program are geared up to showcase millions of Made in India products to customers across the world on the annual Black Friday and Cyber Monday sale on Amazon.com, announced the Company today. The exporters are launching thousands of new products on Amazon's global websites for the upcoming holiday season. The Black Friday and Cyber Monday sale starts on Thursday Nov 26<sup>th</sup> and ends on Monday 30<sup>th</sup> Nov. Amazon customers globally will be able to discover and enjoy a range of products including gifting options like STEM Toys, Fashion Jewelry, Teas and Beverages, Beauty products, Leather journals and bags by exporters from across India. Black Friday and Cyber Monday are significant events marking the beginning of the holiday season in the USA and customers at this time are looking at items for use at home and for gifting to friends and family.

Amazon works with Indian exporters to help them identify key holiday shopping trends to bring in relevant product assortment; supports them with logistics solutions to get their inventory ready; and guides them market their products through a range of deals and advertising options.

**Abhijit Kamra, Director - Global Trade, Amazon India commented,** "Black Friday and Cyber Monday (BFCM) is an important time of the year for Indian MSMEs on Amazon Global Selling as it marks the beginning of the global holiday season. Coming right after the festive season in India, it has traditionally been a key growth period for our selling partners and with more and more people relying on ecommerce for products globally, we believe that the 2020 BFCM sale period will help accelerate the exports business for our sellers." **Abhijit added,** "Exports will continue play a critical role in the revival and growth of Indian economy and Ecommerce Exports helps lower the entry barrier for Indian MSMEs to build and scale their exports business. Through Amazon Global Selling, we will continue to make exports easy and accessible for MSMEs across India and contribute to the Government's vision of boosting exports".

Some of the globally popular Indian brands from Amazon Global Selling who would be offering their unique products and creations this holiday season include **Jackinthebox Toys** which aims to bridge the gap between the changing attention span of children through different kinds of toys such as craft kits and bookmaking kits; **Jewellery brands like Aheli and Jewel Zone** will be catering to customers' love for heart-butterfly and turtle pendants as well as crafted Indian jhumkas, chandbalis, silk thread bangle sets etc; and **SVA Organics**, an essential oils manufacturer will be showcasing their range of natural products including carrier oils, herbal extracts, fragrances, as well as floral absolutes and waxes amongst others.

"In 2015 when we decided to come online, Amazon was a natural choice to build our exports business. The team helped us with all the support and insights on market trends and made the whole process seamless. Today, we have lakhs of customers across the world and our products are listed in the US (Amazon.com), Canada (Amazon.ca), UK (Amazon.co.uk), Australia (Amazon.au) and The Netherlands (Amazon.nl). We have grown 10X in the last 4-5 years on Amazon Global Selling and have even added 50 people to our team. This holiday season, we are making sure our inventory is stocked up to ensure people around the world continue to enjoy our traditional Indian designs", **said Aakar Jain, Founder of Rajrang – a Jaipur based Tapestry brand.**

In the beginning of 2020, as the world faced an unprecedented situation that necessitated people to stay at and work from home, thousands of Indian MSMEs helped serve customers globally through e-commerce exports. Made in India products across categories like Health and Hygiene, Nutritional Supplements and Home essentials saw heightened demand from customers in markets like the United States of America, Canada, Europe, Mexico, Japan, Australia amongst others.

### More About Amazon Global Selling

Launched in 2015 with about 100 exporters, Amazon Global Selling today enables more than 70,000 Indian exporters to sell millions of 'Made in India' products to customers worldwide through its 15 international websites in countries such as USA, UK, UAE, Canada, Mexico, Germany, Italy, France, Spain, Netherlands, Turkey, Brazil, Japan, Australia and Singapore. It took the program three years to hit cumulative exports of \$1 billion and it has grown 100% to hit the next \$1 billion in the next 18 months, to cross the \$2 billion milestone in cumulative exports from India. The program is rapidly boosting exports from India and helping build global Indian brands. In 2019, more than 800 Indian MSMEs on the program surpassed \$131, 375 (INR 1 crore) in e-commerce exports sales.

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

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