



Amazon and CII join hands to bring the benefits of ecommerce to MSMEs in 10 states across India

December 9, 2020

- in will work with CII to train and educate MSMEs on building and scaling their business in India and globally through technology and e-commerce adoption
- in and CII will work to create a special Exports Module to make Exports simple and accessible for MSMEs across India
- In January 2020, Amazon.in had made three key commitments – digitizing 10 million MSMEs; enabling \$10 billion in ecommerce exports and creating 1 million jobs – by 2025

New Delhi, 09 December 2020: At the 17th Confederation of Indian Industry (CII) Global SME Business Summit, Amazon.in and CII signed a Memorandum of Understanding (MoU) to bring the benefits of ecommerce to micro small and medium enterprises (MSMEs) in 10 states across India. Amazon.in and CII will work closely with the Ministry of MSME to enable lakhs of MSMEs across these states to leverage technology to reach customers in India and globally. In January 2020, Amazon.in had made three key announcements – digitizing 10 million MSMEs; enabling \$10 billion in ecommerce exports and creating 1 million jobs – by 2025.

As part of the MoU, Amazon.in and CII will conduct trainings, workshops and host masterclasses to enable MSMEs to sell online. Amazon and CII will work together to create a special Exports Module to simplify exports with ecommerce for lakhs of MSMEs across India. This module will have a detailed step by step guide for MSMEs to start exporting using ecommerce.

"MSME are important job creator and forms the backbone of our economy. In the next 5 years, Technology and e-commerce will play a key role in enabling this growth and ensuring the success of millions of MSMEs in domestic as well as international markets. I am pleased to see CII and Amazon working together on this critical agenda. The combined efforts of government and the Industry will bring us closer to realizing the vision of an Aatmanirbhar Bharat" said, **Shri Nitin Gadkari, Hon'ble Minister for MSMEs, Government of India**

CII and Amazon will also publish regular reports that will include market analysis and insights for MSMEs on promising categories, marketing, and branding of their products, logistics, MSME success stories and information on top performing products.

Chandrajit Banerjee, Director General, CII said, *"The pandemic has made apparent the role that technology will play through meaningful interventions. Given the rapid shift towards adoption of digital solutions, it is necessary for MSMEs to receive the information and support that will aid in their digital transformation. Education about e-commerce and e-commerce exports, will enable MSMEs to identify opportunities that help them access national and global customers. We are excited about our partnership with Amazon that will help bring e-commerce closer to MSMEs and drive their digital transformation."*

Amit Agarwal, Senior VP and Country Head, Amazon India said, *"We remain committed to enabling and equipping MSMEs across India with the right knowledge, tools and technology to build and scale their business in India and globally. This commitment is more important than ever as we continue to work with lakhs of sellers, delivery partners and other MSMEs, helping them revive and grow their business with Amazon. As we continue to work closely with the government on this important agenda, our collaboration with CII will help bring more and more MSMEs online, help them be part of the growing digital economy and create newer business opportunities for them."*

About Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes. CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. CII charts change by working closely with the Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

About Amazon.in

The Amazon.in marketplace is operated by Amazon Seller Services Private Limited, 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/>

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 and follow @AmazonNews

Media Contacts:

Aditia Bhalla

Amazon India

baditia@amazon.com

Sweta Nair

MSL Group

sweta.nair@publicisconsultants-asia.com