



## Amazon signs an MoU with Government of Karnataka to drive e-commerce Exports for lakhs of MSMEs in the state

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- Amazon India to work with Department of Industries & Commerce, Government of Karnataka to enable the MSMEs in the state to export to over 200 countries and territories across the world
- Karnataka is one of the key exporter states of India with MSMEs from the state exporting a wide range of products including readymade apparel, leather goods, toys amongst others
- Indian sellers on Amazon Global Selling have already crossed \$2 billion in cumulative e-commerce exports

**Bengaluru, 28<sup>th</sup> January 2021:** Amazon India today signed a Memorandum of Understanding (MoU) with Department of Industries & Commerce, Government of Karnataka to help drive e-commerce exports from the state. As part of the MoU, Amazon will train and onboard MSMEs from the state on Amazon Global Selling, its Exports Program, enabling them to sell their unique Made in India products globally to millions of Amazon customers across 200+ countries and territories. Amazon Global Selling lowers the entry barrier for motivated Indian MSMEs to expand their business and launch their brands globally from anywhere in India. With this program, homegrown businesses get instant access to global markets from Day 1, benefiting from Amazon's distribution capabilities and global footprint to scale rapidly, creating a sustainable exports business.

Amazon will conduct trainings, webinars and on-boarding workshops for exporters from key MSME clusters like **Bellary, Mysore, Channapatna** and others. The workshops will focus on sharing knowledge and imparting trainings to MSMEs about B2C e-commerce exports and selling worldwide through Amazon's 17 international marketplaces to over 300 million customers worldwide. These workshops aim to enable MSMEs with the knowledge and tools to launch their brands and grow their business in international markets through Amazon Global Selling.

**Shri Jagadish Shettar, Hon'ble Minister for Large and medium scale Industries, Government of Karnataka said,** *"Karnataka has a vibrant automobile, agro, aerospace, textile and garment, biotech, and toys / handicraft sectors which is held together by lakhs of MSMEs. Our partnership with Amazon India will encourage our MSMEs to leverage Amazon's global presence and showcase their products to customers across the world. This is also an effort to display the strength of the state's manufacturing and innovation prowess and our government remains committed to make Karnataka an attractive business and investment destination."*

**Abhijit Kamra, Director – Global Trade, Amazon India said,** *"This partnership with the Government of Karnataka is a step towards elevating lakhs of MSMEs from across the state to a global level. The Amazon Global Selling program has enabled more than 70,000 Indian exporters to cross \$2billion in cumulative exports, which showcases crores of Made in India products. The program, which had hit cumulative exports of \$1billion in 2019, saw a 100% increase in the next 18 months to cross the \$2billion milestone. We remain committed towards making exports easy for Indian businesses and empower them to tap into their true potential, thus contributing to the vision of an Aatmanirbhar Bharat."*

The program is rapidly boosting exports from India and helping build global Indian brands. In January 2020, Amazon had pledged to enable \$10 billion in cumulative exports by 2025 helping Indian businesses grow by selling online worldwide.

### More about Amazon Global Selling

Amazon Global Selling program provides transformative opportunities for Indian MSMEs including manufacturers, retailers, brands & traders to grow and scale through e-commerce exports. The program was launched in India in 2015 with a few hundred sellers and today more than 70,000 exporters are benefiting by selling worldwide on 15 Amazon websites globally. In 2019, Amazon Global Selling program was accelerated through key partnerships with various trade bodies such as Tribal Cooperative Marketing Development Federation of India (TRIFED), Federation of Indian Export Organizations (FIEO) and with export promotion councils from Ludhiana, Kolkata, Mumbai, Agra and other towns and cities to empower Indian MSMEs.

For more information on Amazon Global Selling, please visit, [www.amazon.in/sellglobal](http://www.amazon.in/sellglobal)

### 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 on Global Selling, visit: [www.amazon.in/sellglobal](http://www.amazon.in/sellglobal)

For more information, visit [www.amazon.in/aboutus](http://www.amazon.in/aboutus)

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

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