



50,000+ offline retailers and neighbourhood stores now part of Local Shops on Amazon

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- Total number of sellers on the program have doubled in the last four months; it has expanded to over 450 cities across India
- Launched in April 2020, the Local Shops on Amazon program played a key role in helping sellers across the country sustain and grow their business amidst the unprecedented pandemic

Bengaluru, 7 March 2021: Sandip Shah, **owner of Oggo Enterprises**, has been selling home and kitchen products to customers from his shop in Mulund, Mumbai, for over three decades. Amidst the challenging times last year, he brought his business online with 'Local Shops on Amazon' program, and fulfilled over 800 orders on Amazon within three months of joining the program. On his first experience with ecommerce, Sandip says, "A customer in an offline store will take half an hour to look at the product and decide if they like it, while I get 2-3 orders online in the same time. We now cater to customers beyond Mulund and across Mumbai using our own delivery set up. We are also leveraging Amazon's pan-India delivery network and are able to serve customers in other cities."

Today, Sandeep Shah is one of more than 50,000 offline retailers and neighbourhood stores on the 'Local Shops on Amazon' program. Launched in April 2020, the program brings the benefits of ecommerce to offline retailers and neighbourhood stores. It helps supplement the existing footfalls at their stores with a digital presence on Amazon.in and expands their reach beyond the normal catchment. With Local Shops on Amazon, customers can discover products from local shops in their city (many they already trust and love!) from the convenience of their homes while helping local shops transform into digital stores. Local Shops on Amazon has played a key role in helping sellers across India sustain their livelihoods and jumpstart their business amidst the unprecedented pandemic.

Manish Tiwary, VP – Amazon India said, "What started as a pilot, has now become a pan-India phenomenon enabling local businesses to come online and benefit from technology adoption and ecommerce. The encouraging response to the Local Shops on Amazon program reflects in the rapid scale up of the program to 50,000+ sellers in less than one year of launch. It underlines how digital enablement and digital inclusion can help them scale and contribute to a digital economy. We remain committed to work closely with the millions of MSMEs including the vast network of neighbourhood stores across the country as part of our focus on transforming the way India buys and sells."

Offline retailers, and Neighbourhood stores embrace technology to become digital entrepreneurs.

Today, more than 50,000 offline retailers and neighbourhood stores from 450 cities, from metros and tier 2 and tier 3 cities like Sangli, Osmanabad, Jamnagar, Gorakhpur, Jabalpur, Ratlam, Bikaner, Tumkur, Jalpaiguri, Ernakulam, Kanchipuram, Patna, Rajkot, Agra, Dehradun etc. have joined the Local Shops on Amazon program and offer customers in their cities a wide range of products including Fresh flowers, Home and Kitchen products, Furniture, Electronics, Books and Toys amongst others. Customers in these cities can log on to Amazon.in and shop from some of their favourite local stores in their cities, get deliveries the same/next day and also benefit from value added services offered by these stores.

Top 10 states with highest number of Local Shops on Amazon sellers		Top 10 cities with highest number of Local Shops on Amazon sellers		Top 10 most popular product categories for Local Shops on Amazon	
Maharashtra	1.	Delhi	1.	Grocery	
Delhi	2.	Surat	2.	Kitchen products	
Gujarat	3.	Jaipur	3.	Appliances	
Uttar Pradesh	4.	Bangalore	4.	Beauty products	
Rajasthan	5.	Mumbai	5.	Consumer Electronics	
Karnataka	6.	Thane	6.	Home	
Tamil Nadu	7.	Hyderabad	7.	Furniture	
Telangana	8.	Pune	8.	Business & Industrial Supplies	
West Bengal	9.	Ghaziabad	9.	Apparel	
Madhya Pradesh	10.	Ahmedabad	10.	Wireless Accessories	

Local Shops on Amazon sellers have witnessed success through different Amazon sale events benefiting from enhanced visibility and increased customer demand. Over 20,000 Local Shops participated in Amazon.in's Great Indian Festival hosted in October 2020 and got orders from nearly 1000 pin-codes. During Amazon Small Business Day in December 2020, a number of Local Shops on Amazon sellers witnessed a sales spike of 2X. Most recently, Local Shops on Amazon sellers participated in the 'Great Republic Day Sale' hosted in January 2021 and received orders from over 700 pin codes and some of the most bought products from customers included Orthopedic Mattresses, Organic Tea, DTH connections and Tubular

Batteries.

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.

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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.

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