



Amazon announces 2nd edition of 'Amazon Smbhav Awards'

March 19, 2021

Bangalore, 19 March, 2021: Amazon India today announced the launch of the 2nd edition of [Amazon Smbhav Awards](#) to celebrate the spirit of businesses, innovators and individuals who have excelled across sectors and have contributed to the development of the Small Business ecosystem in India. Through these awards, Amazon aims to recognize businesses that have contributed towards building an AtmaNirbhar Bharat and are part of the pillars that are key to building a self-reliant India – SMB Digitization, Startup enablement, Innovation, Skilling & job creation & Exports.

Pranav Bhasin, Director, MSME & Selling Partner Experience, Amazon India said, *"Innovation and entrepreneurship are key ingredients of building an AtmaNirbhar Bharat. It is this remarkable spirit and the ability to innovate which have helped the small businesses to put up a resilient fight and thrive during the last one year. India's small businesses have shown the path and have created new benchmarks for others to follow and be inspired. Amazon Smbhav awards is our endeavor to celebrate this ecosystem, comprising of entrepreneurs, Karigars, and the local shops which will help in shaping the vision of self-reliant India."*

Registrations for the 'Amazon Smbhav Awards' have begun and will close on 25 March 2021. Shortlisting of applicants will begin on 28 March 2021 and the finalists will be announced in the 1st week of April. Aspirants who have incorporated their business in India across sectors can apply or be nominated for Amazon Smbhav Awards across 11 different categories. The categories under which aspirants can apply are Small Businesses of the Year, Emerging Brand of the Year, Women entrepreneur of the Year, Karigar SMB of the Year, Handicraft enabler of the Year, Sustainable SMB of the Year, Global SMB of the Year, Innovator of the Year, Job creator of the Year, Smbhav Award and Digital Local shop of the Year. The winners across categories will be announced at Amazon Smbhav 2021 summit that will be hosted from April 15-18th, 2021.

Some of the winners of the 2020 Amazon Smbhav Awards included Loom Solar (Fastest-Growing SMB of the year), Peesafe (Best SMB brand of the year), Playshifu (Digital SMB of the year), Kadam Haat (Social SMB of the year), Arjun Vaidya (Youth Entrepreneur of the year), Vahdam Teas (Global SMB of the year), Try & Buy Fashion (Innovator of the year), Cleardekho (Job Creator SMB of the year), Being Chef (Transformation of the year), and Tanvi Johri (Woman Entrepreneur of the year) received the award from Jeff Bezos. Further information on the Amazon Smbhav 2021 awards is available on <https://www.smbhav.com/summit/awards>.

Recently, Amazon India announced '[Amazon Smbhav- Build for India](#)' Hackathon organized by Skillenza, supported by Amazon. 'Amazon Smbhav – Hackathon Build for India' has been designed to provide developers and software engineers with the opportunity to build innovative solutions and solve real-world problems. The 10 winners are eligible to win cumulative cash prizes of up to INR 15 lakhs from Skillenza in addition to getting redeemable Amazon Web Services credits and access to informative webinars and mentoring sessions provided by industry leaders. The hackathon is open for working professionals with teams ranging from 1 to 4 members. Additional details on the hackathon are available on <https://www.smbhav.com/summit/hackathon>. Registrations for the '**Amazon Smbhav- Build for India**' have begun and will close on 22 March 2021.

Amazon Smbhav 2021 will bring together important industry and thought leaders for invigorating discussions on way ahead towards creating an AatmaNirbhar Bharat. Amazon Smbhav will be a four-day virtual summit hosted around the theme of 'Unlocking Infinite Possibilities for Digital India' across sectors like manufacturing, retail, logistics, content creators, start-ups, brands and entrepreneurs across India. Over 30,000 participants are expected to participate at Amazon Smbhav, learning about best practices and industry trends from over 70 speakers.

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.

For more information, visit 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 and follow @AmazonNews.

For more information, contact:

Shashank Rathod

Amazon India

rathshas@amazon.com