



Amazon launches seller registrations and account management services in Gujarati

June 30, 2021

- 1 lakh Indian MSMEs have registered on the Amazon.in marketplace through seller registration services offered in Indian languages including Hindi, Tamil, Kannada and Marathi
- The Gujarati language seller experience is available on Seller Central website and the Seller Mobile App

Bangalore, June 30, 2021: Ahead of Small Business Days 2021, Amazon India today announced the launch of seller registration and account management services in Gujarati. The launch in Gujarati is followed by the recently launched seller registrations and account management services in Hindi, Tamil, Kannada and Marathi which saw close to 100,000 new Amazon sellers sign up on the Amazon.in marketplace in a language of their convenience.

The launch of seller registrations and account management services in Gujarati will benefit over 1.1 lakh existing Amazon sellers and lakhs of new sellers from tier – 1 and below markets like Ahmedabad, Surat, Rajkot, Vadodara and Gandhinagar. To launch the services in Gujarati for sellers, Amazon.in worked with expert linguists to develop an accurate and comprehensible experience. The team has chosen commonly used terms over perfectly translated words to make the experience authentic, easily understandable and seamless for sellers.

With this launch, sellers will be able to register on the Amazon.in marketplace and manage their online business in Gujarati. This includes everything from registering as an Amazon seller for the first time, to managing orders, inventory and accessing performance metrics – all in the language of their preference. This experience has been made available on the Amazon seller website as well as on the mobile app. Amazon also provides Seller Support Services and Seller University videos and tutorials in Gujarati.

Pranav Bhasin, Director- MSME & Selling Partner Experience, Amazon India said, *“In order for MSMEs to leverage e-commerce and benefit from its advantages, it is necessary to address the barriers they face to get online. The launch of the vernacular registration and account management experience for sellers in various Indian languages is a major step in line with our pledge to digitize 10 million MSMEs by 2025. We’re delighted that close to 100,000 new sellers have been able to get online through the regional language support offered by Amazon and are optimistic about many more sellers from Gujarat coming onboard with the launch of seller self-registration and account management services in Gujarati.”*

Hon'ble Deputy Chief Minister of Gujarat, Shri Nitinbhai Patel said: *“Gujarat’s MSMEs play a major role in providing jobs and contributing to the growth of Indian economy. To accelerate growth further, it is important for MSMEs to embrace new technologies and digitize their businesses. The launch of Gujarati language experience by Amazon will help lakhs of MSMEs from the state to benefit from e-commerce by expanding their business beyond their catchment areas and reach customers from across the country.”*

Amazon Sellers who wish to change their preferred language can change it in a few simple steps on both Amazon’s Seller website and Seller mobile app. Sellers registering through the Desktop can change their preferred language by accessing the ‘language drop-down’ available on every page, at the top-right corner. On the Seller App, the language can be changed through the language drop-down on the bottom left corner while registering and through the App ‘Settings’ menu. Once the language is changed, sellers can view all pages and workflows in Gujarati. Amazon will continue to evolve the experience to add more features in Gujarati, helping thousands of SMBs to enjoy the benefits of registering and managing their business in a language of their choice and convenience.

Amazon India has been innovating to expand the e-commerce opportunity to both customers and businesses in the areas of Vernacular, Voice and Video enabled initiatives for the past few years. In March 2020, Alexa was introduced on the Amazon shopping app for Android devices to help users shop using voice commands. Amazon Alexa, a cloud-based voice service that powers Echo range of smart speakers, also understands proper nouns in various languages such as Hindi, Marathi, Gujarati, Kannada, Bengali, Tamil, Telugu etc. In September 2020, ahead of the Great Indian Festival, Amazon.in launched shopping experience in four new Indian languages – Kannada, Malayalam, Tamil and Telugu.

Furthermore, Amazon Prime Video makes titles available in Hindi, English, Marathi, Tamil, Malayalam, Gujarati, Telugu, Kannada, Punjabi, and Bengali. Users can browse through Prime Video experience in Hindi, Tamil and Telugu in addition to English. Authors can self-publish their work on Kindle Direct Publishing in five Indian languages including Hindi, Tamil, Malayalam, Marathi and Gujarati in addition to English. In 2019, Amazon launched an Automated Messaging Assistant in Hindi. Amazon has also added video summaries to help customers get a quick overview of the product and an immersive shopping experience. Customers can also speak to Amazon Customer Service executives in 5 Indian languages including English, Hindi, Kannada, Telugu, Tamil and Malayalam.

It’s still Day 1!

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

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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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