



Prime Day 2021 marked the most Small Medium Businesses (SMBs) selling on Amazon.in, ever

July 29, 2021

Prime members from over 96% pin codes of India shopped across categories this Prime Day

Prime Video India saw its best ever viewership in the month leading-up to Prime Day, with the highest number of streamers enjoying the content on the service

- This Prime Day, more customers signed up for Prime membership, with more than 70% of new members from Tier 2-3-4 cities
- Personal Computing, Beauty, Apparel, Home & Kitchen, Smartphones and Pantry categories were among those that saw the most success in terms of units sold
- 68% of the SMB sellers receiving orders in over two weeks of lead up and 48 hours of Prime Day this period were from Tier 2-3-4 cities
- Prime members loved the incredible savings on Amazon Devices. Fire TV Stick was the highest selling product on Prime Day
- Alexa answered over 3MM requests from customers during Prime Day on the Amazon Shopping app (Android), guiding them to the products, best deals, new launches, bill payments, Prime Music and much more
- During Day 1 of Prime Day this year, 3X more Prime members used Amazon Pay products to purchase on [in](#)

Bangalore – July 29, 2021 – (NASDAQ:AMZN) —Prime Day 2021 marked the most Small Medium Businesses (SMBs) selling on Amazon.in ever, as they saw an overwhelming response from Prime members. With customers from over 96% pincodes of India placing orders and with the month leading up to Prime Day marking the highest viewership for Prime Video and highest number of listeners for Prime Music, Prime members enjoyed the best of what Prime Day has to offer with the unique SMB selection, new launches, great savings, and engagement with various Prime benefits.

During lead up and on Prime Day, Prime members shopped from 126,003 sellers including artisans, weavers, women entrepreneurs, start-ups and brands, local offline neighbourhood stores. This included sellers from all over India including those from Tier 2-3-4 cities like Barnala (Punjab), Champhai (Mizoram), Virudhunagar (Tamil Nadu), Guntur (Andhra Pradesh), Valsad (Gujarat), Shajapur (Madhya Pradesh). 31,230 sellers saw their highest ever single day sales and nearly 25% more sellers' grossed sales over INR 1 crore as compared to the last Prime Day.

Prime Day continues to be a unique opportunity for brands of all sizes to launch new products. Members loved the selection of new product launches from over 300 top Indian and global brands. Prime members loved brands like OnePlus Nord 2 5G, Samsung Galaxy (M31s) boAt Airdopes, Mi 3i 20000 mAh power bank, Pigeon mini handy and compact chopper among many others. More than 70% of new Prime members shop from outside of the top 10 cities including towns like Ananthnag (Jammu & Kashmir), Bokaro (Jharkhand), Tawang (Arunachal Pradesh), Mokochung (Nagaland), Hoshiapur (Punjab), Nilgiris (Tamil Nadu), Gadag (Karnataka) and Kasargod (Kerala).

*"We dedicated this Prime Day to SMBs and local stores and are humbled by their participation. Prime members shopped from more than 126,000 SMBs and stores from across 6,800+ pin-codes, making it the biggest ever sales for Small Medium Businesses (SMBs) on A.in. We are also excited that the month leading up to Prime Day became Prime Video's best ever viewership period, firmly establishing that India loves free, fast shipping, exclusive shopping and digital benefits that Prime offers," said **Akshay Sahi, Director - Prime and Fulfillment Experience, Amazon India.***

*"We started our business 2 years back in Amazon Karigar, prior to which we were selling only in local markets catering to limited customer base and had limited income. We are extremely delighted with our sales and saw great response for our Block Printed Kurtis selection during Prime Day 2021 and our exclusive products launched specifically for Prime Day saw great sales. Events like Prime Day are a great boost for our small scale business which directly helps revive the lives of our rural artisan community from Rajasthan," said **Salman Ali, 'Star Fashion JPR' from Jaipur.***

*"We have been operating for the last 4 years and recently came online in 2021. Our team is so excited after seeing huge growth in daily orders during our first ever Prime Day. We saw over 5X spike in order volume. We received orders across Chennai and Kanchipuram in 71 pin codes during the event. Being our First Prime Day, we are positively surprised with the love our customers have shown us. This has helped in sustaining our livelihood during these tough times," said **Brijesh Mishra, Home UPS, Chennai part of Local Shops on Amazon program.***

Highlights from Prime Day 2021

Shopping

- Personal Computing, Beauty, Apparel, Home & Kitchen, Smartphones and Pantry categories were among those that saw the most success in terms of units sold.
- Work/Study from home purchase trends continued with members purchasing laptops, Printers, Monitors, TVs, Wearables and storage. Top brands were HP, Lenovo, Dell, Asus, Apple in laptops; Samsung, Lenovo in tablets; Epson, HP, Canon, Brother in printers; LG, BenQ in monitors; boAt, Zebronics in audio; Mi, FCUK, Amazfit in Wearables; Sony, Canon in Cameras, SanDisk, Seagate, WD in data Storage and TP Link in Networking; in TVs the best-selling brands were Mi, Redmi and Sony

- Large appliances found favour with members, with top selling brands being LG, Samsung in washing machines; Whirlpool, Samsung in refrigerators; Samsung in microwave in kitchen and home appliances.
- Members purchased mixer grinders, choppers and water purifiers from brands like Ganesh Chopper, Pigeon, Prestige, Butterfly, Kent and Eureka Forbes. Vacuum cleaner brands like Philips and Dyson were also a hit with members.
- Sanitization, Health & safety continued to be top priority for members. Top selling brands in health and personal care products were Himalaya, Dabur; Top selling brands in sanitization and safety essentials were Savlon, Dettol, Lifebuoy and Lizol.
- Summer wear and home/ loungewear were among the most sought after in apparel with Jockey, GoSriki, Biba and Max as top-selling apparel brands. Beauty and self-care were also on the mind of members. Top-selling beauty brands were Nivea, Biotique, Dove, WOW, L'Oreal, Mamaearth, Himalaya, Vaseline, Parachute, Lakme and Nivea.
- Top selling brands in smartphones were OnePlus Nord 2 5G, One Plus Nord CE 5g, Redmi Note 10 series, Redmi 9, Samsung Galaxy M31s, Samsung Galaxy M21 and realme c11.
- Prime members loved the incredible savings on Amazon Devices. Fire TV Stick was the highest selling product on Prime Day, and Echo Dot was amongst top 10.
- Almost 3 out of 4 Echo customers got started on their smart home journey this Prime Day with Alexa smart home bundles. Alexa is making homes smarter.
- One in every 10 smartwatch and one in every 6 smartphone sold this Prime Day was Alexa built-in.
- Customers loved upgrading their TV viewing experience – Onida Fire TV was among the best-selling smart TVs during Prime Day.

#JustAsk Alexa

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Entertainment & More

- Within 7-days from launch, Toofaan was watched by more customers on Prime Video India than any other Hindi Film in its opening week.
- Our local language movies – Narappa (Telugu), Sarpatta Parambarai (Tamil) and Malik (Malayalam), were each watched in over 3,200 towns and cities in India and in over 150 countries and territories globally, highlighting the growing viewership and popularity of local language films not just in India but also around the world
- Hostel Daze (S2) emerged as one of the most loved shows amongst Young Adults within just a week of its launch, with viewership from over 3,600 towns and cities in India and from over 100 countries and territories around the world
- Amazon Prime Music India saw the highest listeners ever in the week leading up to Prime Day, with Prime members listening to music in over 50 languages (20+ Indian and 30+ International language) during this period.
- Amazon Music exclusively released 3 songs from the hugely popular *Mixtape Rewind* series first for Prime Members during the Prime Day lead-up. All the 3 songs featuring prominent artists - Sachet and Parampara Tandon, Shilpa Rao, Yasser Desai, Darshan Raval and Prakriti Kakar debuted on the 50 Most Played Hindi charts within the first week of release.
- In the lead up to Prime Day, the most streamed songs on Prime Music were ' *Thoda Thoda Pyaar* ' by *Stebin Ben*, *Nilesh Ahuja & Kumaar* in Hindi, ' *Levitating* ' by *Dua Lipa feat. DaBaby* in English, ' *Waaliali* ' by *HARNOOR* in Punjabi, ' *Vaathi Coming* ' by *Anirudh Ravichander & Gana Balachandar* in Tamil and ' *Saranga Dariya* ' by *Mangli feat. Naga Chaitanya, Sai Pallavi* in Telugu.
- Prime members streamed podcasts in Hindi, English, Tamil, Telugu, Bengali and other languages. Top 5 podcasts streamed during lead up were *Voice with Warikoo Podcast*, *Sadhguru*, *TED Talks Daily*, *Gita For Daily Living* and *Ponniyin Selvan*.
- Prime Reading eBook borrowing customers increased by 50% with over a 50% increase in first time borrowing. Indian authors like Amish Tripathi, Devdutt Pattanaik and Preeti Shenoy were the most read. Prime Day Kindle exclusive eBooks by best-selling authors Devdutt Pattanaik (*Adi Purana: Entire Veda as a Single Story*), Preeti Shenoy (*Thanks For Your Time*), and Ambi Parameswaran (*Negotiation Magic*) were amongst the top eBooks borrowed.

Every Day Made Better with Prime

Prime is designed to make your life better every single day. Over 200 million paid Prime members around the world enjoy the many benefits of Prime. In India, this includes unlimited free shipping, unlimited access to award-winning movies & TV shows with Prime Video, unlimited access to more than 70 million songs, ad-free with Prime Music, a free rotating selection of more than 1,000 books: magazines and comics with Prime Reading, access to free in-game content and benefits with Gaming with Prime, new product launches, early access to Lightning Deals and more. Go to www.amazon.in/prime to learn more about Prime.

About Amazon.in

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world-class e-commerce platform.

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