



Amazon announces launch of Kisan Store* on Amazon.in

September 6, 2021

Hon'ble Minister of Agriculture and Farmers Welfare, **Shri Narendra Singh** launches Kisan Store on Amazon.in

Farmers can avail doorstep delivery of agricultural products through [Kisan store](#) - available on Amazon.in and available through assisted shopping at Amazon Easy stores

Hundreds of small and medium businesses sellers offer 8000+ products such as seeds, farm accessories plant protection, nutrition and more on [Kisan store](#); Cash on Delivery, Net Banking, UPI, Amazon Pay, and Debit & Credit Cards as flexible payment options available

Bengaluru, 02 September 2021: Amazon India launched the Kisan (Farmer) Store today, aligning with Government of India's vision of empowering farmers and leveraging technology to transform the farming sector. The store was launched by **Shri Narendra Singh Tomar, Hon'ble Minister of Agriculture & Farmers Welfare**. With this launch, farmers across the country will have availability of agriculture inputs like seeds, farm tools & accessories, plant protection, nutrition and many other agricultural products at competitive prices, with the added convenience of delivery at their doorstep.

Farmers can choose to shop on Amazon.in using any of the five Indian languages including Hindi, Telugu, Kannada, Tamil, and Malayalam. Farmers can also visit any one of the 50,000+ Amazon Easy stores across the country and avail assisted shopping facility. The Amazon Easy store owners will help farmers browse the selection, identify a product they like, create their Amazon accounts, place orders and checkout to buy. Farmers can choose from a selection of thousands of agricultural products from over 20+ brands. This selection is offered by hundreds of Small and Medium Businesses present across the country. Farmers can opt for Cash on Delivery as a payment option along with other digital channels like Net Banking, UPI, Amazon Pay, and Debit & Credit Cards.

Addressing at the launch event, **Shri Narendra Singh Tomar, Hon'ble Minister of Agriculture & Farmers Welfare** said, "It gives me immense pleasure to launch Amazon Kisan Store. I hope this initiative proves to be beneficial for the farmers and the people associated with the farming community to engage the Indian farmers in the modern era of digital economy, increase the productivity of agricultural produce, provide services like logistics industry.

Highlighting various government initiatives and schemes, the minister further added, "Prime Minister is constantly paying attention to the development of the agriculture sector. For the progress of farmers, modernity and new technologies are being incorporated in agriculture. The country and the world are well-known with the skill of our agricultural scientist. I hope that this initiative will prove to be successful as well as beneficial and Amazon India will continue to contribute to fulfill Prime Minister's dream of building a self-reliant India."

He further added, "Amazon India's effort is welcome in line with many such initiatives of the government. I am hopeful that the facilities like Amazon Kisan Store will align with the progressive policies of the Government of India and improve the quality and quantity of production of the farmers' products, which will definitely increase the income of the farmers. This will give a boost to the agriculture industry and India's position in the global scenario will improve further."

Amit Agarwal, Global Senior VP and country head of Amazon India said "We are excited to partner with Government of India's vision of empowering farmers with technology wherein the rapid penetration of smartphones & internet can help Indian agriculture experience a paradigm shift. The launch of Kisan Store marks our first step to create an ecosystem for farmers that will enable them to seamlessly place orders and get products of their choice delivered to their doorstep at the click of a button"

With the launch of Kisan store, Amazon.in is constantly focusing on increasing the selection of choices for farmer's availability, convenience, ease, and speed of delivery across the country. The mission is to make online shopping rewarding and convenient for the farmers.

Click [here](#) for more details

Disclaimer: 'Amazon.in is an online marketplace and the word store refers to a storefront with selection offered by sellers.'

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