

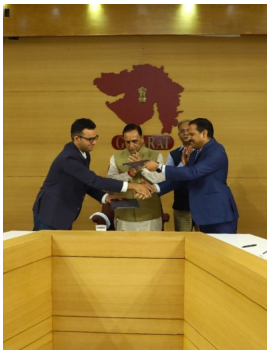


## Amazon signs an MoU with the Government of Gujarat to drive e-commerce Exports for lakhs of MSMEs in the state

September 7, 2021

- Amazon India to work with Industries and Mines Department, Government of Gujarat to enable the MSMEs in the state to export to over 200 countries and territories across the world
- Gujarat is one of the key exporter states of India with MSMEs from the state exporting a wide range of products including readymade apparel and textiles, gems and jewellery amongst others
- Indian sellers on Amazon Global Selling have already crossed \$3 billion in cumulative e-commerce exports

**Bengaluru, 7<sup>th</sup> September 2021:** Amazon India today signed a Memorandum of Understanding (MoU) with the Industries and Mines Department, Government of Gujarat, to help drive e-commerce exports from the state. As part of the MoU, Amazon will train and onboard MSMEs from the state on Amazon Global Selling, enabling them to sell their unique Made in India products to millions of Amazon customers across 200+ countries and territories. Amazon Global Selling lowers the entry barrier for motivated Indian MSMEs to expand their business and launch their brands globally, from anywhere in India. With this program, homegrown businesses get instant access to global markets from Day 1, benefiting from Amazon's distribution capabilities and global footprint to scale rapidly and build sustainable exports businesses.



Amazon will conduct training, webinars and on-boarding workshops for exporters from key MSME clusters like **Ahmedabad, Vadodara, Surat, Bharuch and Rajkot** and others. The workshops will focus on sharing expertise and providing training to MSMEs about B2C e-commerce exports and selling to over 300 million people worldwide through Amazon's 17 foreign marketplaces. These courses are designed to provide MSMEs with the knowledge and tools they need to launch their brands and expand their businesses internationally using Amazon Global Selling.

**Shri Vijay Rupani, Hon'ble Chief Minister of Gujarat** said, "Gujarat has a vibrant gems and jewellery, apparels and textiles and handicraft sector which is held together by lakhs of MSMEs. One of our key priorities has been to boost exports from Gujarat and through this partnership with Amazon, we aim to empower lakhs of MSMEs in Gujarat to embrace e-commerce exports. It will help them leverage Amazon's global presence to showcase their products to customers across the world. MSMEs taking their local products to global customers will play a critical role in supporting the local economy and display the strength of the state's manufacturing and innovation prowess. Our government remains committed to make Gujarat an attractive business and investment destination."

**Abhijit Kamra, Director, Global Trade, Amazon India** said, "This partnership with the Government of Gujarat is a step towards elevating lakhs of MSMEs from across the state to a global level. The Amazon Global Selling program has already enabled more than 70,000 Indian exporters to cross \$3 billion in cumulative exports, showcasing millions of Made in India products to customers across the world. The program is witnessing tremendous momentum with increasing interest from exporters across India. We remain committed towards making exports easy for Indian businesses and empower them to tap into their true potential, thus contributing to the vision of an Aatmanirbhar Bharat."

Amazon Global Selling is rapidly boosting exports from India and helping build global Indian brands. In January 2020, Amazon made three important commitments to India – digitally enabling 10 million MSMEs in India, enabling exports worth USD 10 billion and creating 1 million new jobs – by 2025.

### More About Amazon Global Selling

Amazon Global Selling is a flagship program that helps lower the entry barrier for Indian MSMEs to start or expand their exports business using ecommerce. The program was launched in India in 2015 to help Indian exporters reach customers worldwide through Amazon's international websites and marketplaces. It provides an avenue for businesses of all sizes to build global brands. Today there are more than 70,000 exporters across India on the program, showcasing millions of Made in India products to customers in 200+ countries and territories across the world. Many of these businesses are first generation entrepreneurs and emerging brands. Amazon Global Selling has been witnessing remarkable growth and Indian MSMEs exporting through the program have surpassed \$3 billion in cumulative sales till now. This reflects in the fact that it took the program 3 years to enable the first 1 billion dollars, the second billion came in 18 months and the third billion came in just 12 months.

### 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](http://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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