



Indian Exporters on Amazon Global Selling Gear Up for 2021 Black Friday and Cyber Monday Sales

November 21, 2021

- Over 52,000 new products to be launched by Indian Exporters on Amazon's global websites for this year's Black Friday and Cyber Monday (BFCM) sale.
- During the BFCM sale in 2020 – Indian exporters on Global Selling saw a 50% YOY growth in sales. More than 300 sellers crossed INR 10 lakh in sales during the 2020 sale period

Bengaluru, November 21, 2021: Amazon India announced today that more than 70,000 Indian exporters part of its Global Selling program are geared to showcase millions of 'Made in India' products to global customers during the annual Black Friday and Cyber Monday (BFCM) sale. Indian exporters are launching over 52,000 new products on Amazon's global websites for the upcoming holiday season. The Black Friday and Cyber Monday sale starts on Thursday, Nov 25 and ends on Monday, Nov 29. Amazon customers globally will be able to discover and enjoy a range of products across categories including Home and Kitchen, STEM Toys, Apparel, Health and Personal Care, Office Products, Jewelry, Beauty and Furniture by exporters across India. Black Friday and Cyber Monday are significant events marking the beginning of the holiday season in the USA and customers at this time are looking at items for use at home and for gifting to friends and family.

Amazon works with Indian exporters to help them identify key holiday shopping trends to bring in relevant product assortment; supports them with logistics solutions to get their inventory ready, and guides them to market their products through a range of deals and advertising options.

Abhijit Kamra, Director of Global Trade, Amazon India said, "The BFCM sale marks the beginning of the global holiday season. Coming right after the festive season in India, it has traditionally been a key growth period for our selling partners and with more and more people relying on ecommerce for products globally, we believe that the 2021 BFCM sale period will help accelerate the exports business for our sellers." He added, "Ecommerce Exports helps lower the entry barrier for Indian MSMEs to build and scale their exports business. Through Amazon Global Selling, we will continue to make exports easy and accessible for MSMEs across India and contribute to the Government's vision of boosting exports."

Some of the globally popular Indian brands from Amazon Global Selling who would be offering their unique products and creations this holiday season include **Skillmatics** which has a wide range of engaging toys that enable children to build core skills through the joy of play. Their latest launches for the Holiday season diversify their foray into Educational Science Kits in Build and Play formats (Buildables range) and interactive treasure hunt card games for the family; **clothing brands like Virgin Crafts and Stylore** will be showcasing their exclusive holiday range of shirts, and scarves and **Vahdam** will be showcasing its new and exclusive bespoke collection of TeaGift Sets that are an assortment of beautifully curated wellness teas packed in exquisite gift sets.

Shauravi Malik and Meghana Narayan, Co-founders, Slurrp Farm said, "Our mission is to expand access to healthy food products made from millets and natural sugars, which are aligned with the needs of Indian and global consumers. We launched Slurrp Farm on Amazon in October 2016 and over the years have expanded our operations to global markets such as the UAE, Europe and most recently the USA. We've participated in numerous sale events on Amazon, which have increased the discoverability of our products. This is the first BFCM sale we'll be participating in, where we'll showcase a wide range of our offerings- including millet-based pancake, porridge and cake mixes, natural sweeteners and immunity boosting products. With the Slurrp Farm storefront live on Amazon and increased consumer demand during the BFCM sales, we're expecting 3x growth in sales on Amazon."

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. 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 incremental jobs – by 2025.

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.

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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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