



## Indian exporters on Amazon Global Selling on track to surpass \$5 billion in cumulative exports; Amazon doubles the exports pledge, to now enable \$20 billion in exports from India by 2025

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- Apparel, Toys, Jewellery emerge as top categories growing 82%, 55%, 47% on Amazon Global Selling in 2021
- More than 1000 Indian exporters on Amazon Global Selling crossed INR 1 crore (\$131K) in sales in 2021

**Bengaluru, May 04, 2022:** Amazon today unveiled the Exports Digest 2022 and announced that cumulative exports by Indian exporters on the Amazon Global Selling program are on track to surpass the \$5 billion milestone. The program took about three years to enable the first billion dollars, and the last two billion dollars have come in just 17 months. The program has been witnessing remarkable adoption amongst businesses of all sizes across the country and has grown to more than 1 lakh (100K) exporters since its launch in 2015. These exporters are showcasing millions of 'Made in India' products to customers worldwide through Amazon's 18 international websites in countries such as USA, UK, UAE, Canada, Mexico, Germany, Italy, France, Spain, Netherlands, Turkey, Brazil, Japan, Australia, and Singapore. Encouraged by the rapid growth that the program has been witnessing, Amazon has doubled its exports pledge, to now enable \$20 billion in cumulative exports from India by 2025.

**Hon'ble Union Minister of Micro Small and Medium Enterprises, Shri Narayan Rane, said,** "MSMEs are the backbone of India's economy, contributing to around a third of India's GDP and driving nearly half of the country's exports. Enhancing the export potential of Indian MSMEs is a key government priority and efforts are being made to support Indian MSMEs for their success in international markets. Amazon's continued efforts towards enhancing the share of MSME exports is commendable, and their commitment to enable \$20 billion of exports by 2025 is very timely. I would like to congratulate Amazon and all the MSMEs for playing an important role in driving export-led growth to help realize the vision of an Aatmanirbhar Bharat".

**Amit Agarwal, SVP India and Emerging Markets, Amazon said,** "We are excited by the remarkable growth that over 1 lakh exporters are witnessing through our Global Selling program. In 2020, Amazon had pledged to enable \$10 billion in cumulative exports from India by 2025 using this program. But as Indian MSMEs discover how ecommerce makes it easy for them to reach customers globally, we are seeing a rapid increase in the number of exporters joining Amazon Global Selling to cater to the growing demand for Made in India products across the world. We are therefore scaling up our pledge to boost exports from India using ecommerce to \$20 billion by 2025. We will continue to work with all key stakeholders to make exports easier for Indian MSMEs to help them create robust businesses and build global brands from India."

### Highlights of Exports Digest 2022

The 2022 edition of Amazon's annual Exports Digest provides insights into the success and scale of exports from India through the Amazon Global Selling program, reflecting a significant increase in demand for Indian products across global markets and the growth of Indian exporters selling globally. Indian exporters are increasingly seeing ecommerce exports as an opportunity to grow their business. In 2021, several Indian entrepreneurs and businesses including Indo Tribe (Handicrafts), Mou Meraki (Leather Products), Aromafume (Ayurvedic Products), D'Moksha Homes (Home Décor) have emerged as globally successful brands, underlining the popularity of 'Made in India' products in international markets.

### Region-wise highlights

#### Top cities from where exporters are joining Amazon Global Selling

- North: Delhi, Jaipur, Noida, Jodhpur, Amritsar
- East: Kolkata, Patna, Guwahati, Bhubaneswar, Siliguri
- West: Mumbai, Indore, Ahmedabad, Bhopal, Pune
- South: Bangalore, Chennai, Hyderabad, Coimbatore, Trichy, Madurai

#### Top Growth Categories on Amazon Global Selling in 2021

- Apparel: 82% growth YOY.
- Toys: 55% growth YOY
- Jewellery: 47% growth YOY
- Home: 32% growth YOY

### 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 one lakh 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 seller including Indian MSMEs exporting through the program are on track to surpass \$5 billion in cumulative sales till now.

### 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 ecommerce 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. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit [amazon.com/about](http://amazon.com/about) and follow @AmazonNews.