



Amazon launches Smart Commerce to transform local stores into digital dukaans

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- Any store will now be able to digitize their store operations, enhance in-store experience for walk-in customers, and create their own online storefront in minutes powered by the best of Amazon
- Amazon reiterates its commitment to digitize one Crore small businesses by 2025

Bengaluru – 18 May 2022: At its flagship annual summit Amazon Smbhav, Amazon India announced the launch of Smart Commerce – a new initiative to transform local stores into Digital Dukaans, and accelerate its pledge to digitize 1 crore small businesses by 2025. Over 1.5 lakh neighborhood stores are already selling online using Amazon.in. With Smart Commerce, stores can now go further and digitize their offline operations, provide enhanced in-store shopping experience to their walk-in customers, and create their own online storefronts to serve customers directly. Stores of any size can now take advantage of best of Amazon's shopping innovations, logistics, digital payments and more to provide a reliable and trustworthy experience to their customers no matter where they are -- in their physical store, directly through their own online storefront, or on Amazon.in.

In the coming weeks, Smart Commerce will release its first set of solutions to help local stores digitize billing and inventory management, and deliver an enhanced in-store experience to their customers. This will be followed by the launch of capabilities enabling them to create their own online storefront within minutes, and serve their customers through a simple voice and chat-based shopping experience.

Amit Agarwal, SVP, India and Emerging Markets, Amazon said, "We are humbled by how neighborhood stores from across India are taking advantage of our Local Shops on Amazon program to go online and grow their business, with over 1.5 lakh stores already selling on Amazon.in within two years of launch. Today, we are excited to launch Smart Commerce that will enable any store to truly become a digital dukaan, and serve customers with the best of Amazon no matter where they are – in their physical store, directly through their own online storefront, or on Amazon.in. We are just getting started and remain committed to our pledge to digitize one crore small businesses by 2025."

Amazon is on track to fulfill its pledges announced at Amazon Smbhav 2020

At the inaugural Smbhav Summit in January 2020, Amazon pledged to digitize 10 million MSMEs, generate \$10 billion in cumulative exports from India and create 2 million jobs in India by 2025. The Company is on track to fulfil these pledges and even go beyond in some areas. Amazon recently doubled its Exports pledge from \$10 billion to \$20 billion in the same time frame.

Manish Tiwary, Country Manager, India Consumer Business, Amazon India said, "Over the last two years, we have invested significantly towards the pledges we announced at the inaugural Smbhav Summit in 2020. We are humbled to share that we have already digitized over 4 million small businesses and local stores, are on track to enable \$5 billion in cumulative exports and have created over 1.16 million direct and indirect jobs in India including 135K new jobs added in the last one year."

About Amazon Smbhav 2022

Amazon Smbhav 2022 is a two-day virtual mega summit that brings together senior Govt officials, key leaders from India Inc., senior Amazon leaders and thought leaders for insightful discussions on accelerating India's digital progress. Amazon Smbhav 2022 will bring alive the theme of 'Pragati' across sectors like retail, logistics, IT and cloud, AI & Machine Learning, content creation, startups etc while facilitating conversation on key thrust areas like *Inclusive Economic Growth, Tech Innovations & Infrastructure, and Social Empowerment and Enablement*. A key highlight of the Amazon Smbhav summit will be the annual 'Amazon Smbhav Awards' that recognize businesses, innovators and individuals who have made a significant progress in their respective areas and have contributed towards building an Atmanirbhar Bharat. Winners from last year include EMMBROS Overseas Lifestyle Pvt Ltd, Boldfit and Josh Talks. Over one lakh people are expected to attend Amazon Smbhav 2022, learning about best practices and industry trends from over 30 speakers. To know more, please visit amazon.in/smbhav.

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. For news on Amazon, follow www.twitter.com/AmazonNews_IN

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 and follow @AmazonNews.