



SMBs take the center stage at Prime Day 2022 in India on July 23 & 24 over 2000 products launched on Amazon.in

July 13, 2022

- *Small and Medium Businesses (SMBs) and Start-ups are launching 2,000+ differentiated and from a wide range of new products across categories like Electronics, Grocery, Beauty & Grooming, Apparel and Home and Kitchen*
- *Customers can shop from a large variety of products offered by SMBs and avail offers such as 10% cashback up to INR 100* on their Prime Day purchases*

Bengaluru, July 13 2022: To help Prime members across India 'Discover Joy', Amazon is here again with its annual Prime Day! Two days of great deals, savings, blockbuster entertainment, new launches, and much more, kicks off this July 23, 2022, at 12:00 AM and runs through July 24, 2022. Over 120 SMBs including start-ups and brands, women entrepreneurs, artisans and weavers are launching more than 2,000 new products across categories like Home & Kitchen, Pet supplies, Beauty, Personal care, Fashion, Jewelry, Grocery, and Toys.

Over 50 start-ups and brands from Amazon Launchpad are launching unique and differentiated products across categories like Electronics, Grocery, Beauty & Grooming, Apparel and Home and Kitchen including Fashion and Healthcare products. Women-led businesses, NGOs and Government bodies from Amazon Saheli like Terravita, Svan Hildur and Himalayan Origins are launching Health supplements, Clothing and Beauty products respectively. Amazon Saheli sellers are providing a selection of over 200K products across categories like Fashion, Jewellery and Beauty and Health supplements. Artisans and weavers from Amazon Karigar are offering selection from over 450 crafts like Handblock printed sarees & furnishings, Rajasthani kathputlis, Kanjivaram sarees, and Dhokra figurines, amongst others, from across India.

"There has been a significant shift in e-commerce spending, Prime Day helps sellers unlock limitless business opportunities to prosper. Whether a seller has ambitions to launch a new product or gain more customers, Amazon offers them with tools that increase their chances to succeed at their e-commerce business. Over the years, we have witnessed an upward trend and a rise in Prime Day orders and great participation from MSMEs, which we see continuing in 2022 as well. We take pride in being a part of their growth journey and equipping them with the right knowledge to meet customer demands during the event. Sellers taking part in the event will ultimately contribute to India's growing economy, and benefit from it," said Sumit Sahay, Director, Selling Partner Services at Amazon India.

Kushal goyal, Founder, Exclusive Lane said, *"Prime Day has been a great platform for us to engage with our customers. In 2021, we witnessed increasing customer demand for our new products, approximately a 1.5X spike. This year too, in anticipation of 2X growth, we have launched 25+ new products across Home Décor and Kitchen categories and we look forward to providing a wider selection to our customers."*

This Prime Day, Amazon will continue to support SMBs and help generate customer demand for products offered by lakhs of sellers, manufacturers, start-ups and brands, women entrepreneurs, artisans, weavers, and local shops. During the event, Prime members will have the opportunity to discover deals on a wide range of products across categories including beauty, fashion, electronics, and home décor from sellers under various programs such as Local Shops on Amazon, Launchpad, Saheli, and Karigar. During the lead-up to Prime Day, starting July 7, 12:00 AM till July 22, 23:59 PM, members can shop from millions of products offered by SMBs and avail incredible offers such as 10% cashback up to INR 100* that can be redeemed on their Prime Day purchases and more.

Every Day Made Better with Prime

Prime is designed to make your life better every single day. Prime offers the best of shopping and entertainment to more than 200 million paid members around the world. In India, this includes unlimited free shipping, unlimited access to award-winning movies & TV shows with Prime Video, unlimited access to more than 90 million songs, ad-free and millions of podcast episodes with Prime Music, a free rotating selection of more than 3,000 books, magazines and comics with Prime Reading, access to free in-game content and benefits with Gaming with Prime, new product launches, early access to Lightning Deals and more. Go to www.amazon.in/prime to learn more about Prime.

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, affordable 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

For news on Amazon, follow [www.twitter.com/AmazonNews_IN](https://twitter.com/AmazonNews_IN)

For more information contact:

Shashank Rathod

Amazon India

rathshas@amazon.com

Srishti Singh

MSL

srishti.singh@publicisconsultants-asia.com

*Amazon disclaims any conjunction, sponsorship or endorsement of any product, brand, or trademark mentioned