



Amazon gears up to make global holiday season successful for Indian exporters

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- Launches SEND – a new logistics solution to simplify international shipping for Indian exporters.
- Slashes subscription fee for new exporters joining its Global Selling program for the first three months from \$120 (39.99 per month) to just \$1.
- Indian exporters get access to multiple peak shopping periods globally with Amazon Global Selling

Bengaluru: 15 Nov 2022: Amazon announced today that Indian exporters on its Global Selling program are geared to showcase millions of 'Made in India' products to customers across the world during the annual Black Friday and Cyber Monday (BFCM) sale. Indian exporters will be launching thousands of new products on Amazon's global websites for the BFCM sale that starts on Thursday, Nov 24 and ends on Monday, Nov 28. 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.

To enable more businesses to leverage ecommerce exports and sell globally during the upcoming holiday season, Amazon launched SEND - a logistics solution to simplify international shipping for Indian exporters. Amazon has also slashed the subscription fee for new exporters joining its Global Selling program for the first three months from \$120* (*39.99 per month) to just \$1. This limited time offer is available to exporters joining the Global Selling program between Nov 7 2022 and May 6 2023.

What is SEND and why is it important for ecommerce exports?

Cross border shipping has always been cumbersome for exporters, especially ones that are just starting off their business. It involves engaging with multiple carriers for each shipment, negotiating rates and service levels, understanding compliance, undergoing credit checks, tracking shipments and payments across carriers. It is cited by exporters as one of the biggest friction points to experiment with selling globally. SEND – a new logistics solution from Amazon addresses this by allowing exporters end-to-end access to a hassle-free logistics solution at competitive rates. SEND is currently available for exporters on Amazon Global Selling to ship air parcels from India to Amazon's fulfilment centers in the US, with additional destinations and shipping modes to be launched soon. SEND enables sellers to launch in global marketplaces faster and allows them to experiment more frequently with diverse selection while not locking in large working capital. It also helps them in faster inventory replenishment to meet customer demand. Sellers can book, ship, and track for the shipping services from within their Amazon seller central dashboard; and setup auto payments via their disbursement account.

Bhupen Wakankar, Director, 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 sellers. With more and more people relying on ecommerce for products globally, we believe that the 2022 BFCM sale period will help accelerate the exports business for our sellers. The launch of SEND and the special subscription fee offer is part of our endeavor to make exports easier and accessible for businesses of all sizes. We will continue to take steps to expand the ecommerce exports opportunity to lakhs of entrepreneurs across the country as we work towards our goal of enabling \$20 billion in cumulative exports from India by 2025."*

Vinay Kothari, Founder GO DESi said, *"Our mission at GO DESi is to make desi products popular. We aim to unearth regional treats across the country, making them relevant and accessible to the world. We are super excited to participate in our first BFCM sale. Through this event, we are launching new products in the US & UK markets and are expecting a 5X sales jump in our sales."*

Multiple peak seasons for Indian exporters with Amazon Global Selling

Through the Global Selling program, Indian exporters can list their products on Amazon's 18 international marketplaces/websites and showcase them to customers in 200+ countries and territories across the world. The program provides exporters access to multiple peak shopping seasons and global events through the year. These events like the BFCM sale, the Prime Day etc have traditionally been periods of high growth for Indian exporters.

In the recently concluded Prime Early Access Sale on 11th and 12th October, Indian exporters registered over 70% growth in business compared to BAU with categories like Toys, Home, Kitchen, Apparel and Grocery registering highest growth. In the BFCM sale event held in 2021, Indian exporters witnessed a nearly 2X surge in demand across North America, Europe, Middle East and North Africa.

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 support Indian exporters to 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 1 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 Indian MSMEs exporting through the program have surpassed \$5 billion in cumulative sales till now. Amazon has pledged to enable \$20 billion in cumulative exports from India 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.

For more information, visit 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 and follow @AmazonNews"

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