



Indian exporters on Amazon Global Selling see over 100% business growth during 2022 Black Friday Cyber Monday (BFCM) Sale

December 13, 2022

- Customers in North America, Middle East & North Africa and Europe shopped the most from Indian exporters this BFCM, strong growth in Australia, Japan, Singapore.
- Highest growth seen in Toys, Home & Kitchen, Jewellery and Grocery categories

Bengaluru, 13 December 2022: During the Black Friday and Cyber Monday (BFCM) sale events held globally between 24 to 28 Nov this year, Indian exporters on Amazon Global Selling saw over 100% business growth compared to *business as usual (week in November)*, selling lakhs of Made in India products to customers across the world. Coming right after the festive season in India, this has traditionally been a key growth period for exporters and with more and more people relying on ecommerce for products globally, the 2022 BFCM sale period helped accelerate the exports business for Amazon Global Selling further.

Great demand for Indian products

Customers across Amazon global marketplaces like North America, Europe, Middle East & Africa shopped the highest from Indian exporters with Australia, Japan and Singapore also reporting high growth for sellers. The highest growth was seen in categories like Toys (60%+), Kitchen (40%+), Home (25%), Jewelry and Grocery (~20%). A number of globally popular Indian brands such as Vahtam, Skillmatics, California Design Den, VirVentures, and Kart It and thousands of others remained in high demand during BFCM 2022.

Bhupen Wakankar, Director, Global Trade, Amazon India says "The accelerated growth of Indian exporters during the annual BFCM sale events globally is a testament of the momentum we are seeing in our ecommerce exports program. With Amazon Global Selling, entrepreneurs of all sizes from across India are able to leverage Amazons' investments in logistics and infrastructure to cater to customers across the world. We are humbled to play a role in taking their Made in India products global as we continue to work towards our pledge of enabling \$20 billion in cumulative exports from India by 2025.

Kumud Goswami, Vice President at Indocount -- a specialized bedding provider from Mumbai and a seller on Amazon Global Selling said, "This Black Friday & Cyber Monday, we saw our business on Amazon grow 15 times compared to 2021 and 10 times compared to average daily sales. We saw great demand from customers in the US and Canada owing to enhanced discoverability and organic searches by customers. We will be investing to expand our selection during the next peak season."

Helping Indian exporters succeed in global markets

To enable more businesses to leverage ecommerce exports and sell globally during the holiday season, Amazon had launched SEND - a logistics solution to simplify international shipping for Indian exporters. Hundreds of Indian exporters leveraged SEND to ship their products this festive season within the first month of launch. Amazon had 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 led to about 50% jump in new seller sign-ups on the program compared to the previous month.

In addition, Amazon worked with Indian exporters on the program to identify key shopping trends and bring in relevant product assortment, apart from supporting them with logistics solutions to get their inventory ready, and recommending a range of deals and advertising options to choose from.

"I have been selling since last three years in Amazon Global Selling, and SEND solution has been one of the best programs till date. I operate from multiple locations across the country and coordinating with offline carriers was a big problem. With SEND, I am now able to book logistics directly through the Amazon Seller Central dashboard, and everything right from pickup to customs clearance and destination delivery is completely automated. The pricing is very clear and I am getting competitive rates", said Arijit Sadhukhan, Owner, Nobility that is based in West Bengal and runs a décor and gifting business 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 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.

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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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