



## Amazon India announces a 50% referral fee waiver to support 'new to e-commerce businesses'

January 31, 2023

- Amazon.in announced a limited time offer of 50% waiver on referral fees\* for new sellers joining the online marketplace between **15 January to 14 April 2023**
- This initiative is aimed at incentivizing new sellers to leverage e-commerce.

**Bangalore, 31 January 2023:** To help new sellers kickstart their e-commerce journey in 2023, Amazon.in announced that all new sellers registering on Amazon.in between **15 January- 14 April 2023** will be eligible for 50% waiver on referral fees for a period of 60 days. Referral fees are fees payable by sellers to Amazon for facilitating sales on the online marketplace. With a 50% waiver on referral fees, Amazon aims to incentivize new sellers to leverage e-commerce.

'New-to-e-commerce' businesses can benefit significantly from the 50% waiver on referral fees. This may possibly help businesses establish a foothold in the competitive e-commerce market by reducing their upfront costs and allowing them to work towards growing their business.

**Amit Nanda, Director, Selling Partner Services, Amazon India**, said, "As the new year begins, we are thrilled to announce a 50% referral fee waiver for 'new to e-commerce' businesses on Amazon.in. We believe that with the right support, small businesses can grow. This waiver is in line with our commitment to digitize 10 million Indian small businesses by 2025 by making it more cost effective to start their online journey."

Over 1.1 million sellers are currently part of the Amazon India marketplace, and benefit from various programs, service and initiatives launched by the company. This includes businesses of all sizes including local stores, traditional weavers and artisans, women entrepreneurs as well as startups and digital entrepreneurs who make their selection of products available on Amazon.in. Amazon India also offers various programs for local neighbourhood stores across many states of India to integrate their offline services and a chance to sell online on Amazon.in such as through focused programs like Local Shops on Amazon.

\*Terms and Conditions apply, available [here](#)

### 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, competitive 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](http://www.amazon.in/aboutus)

For news on Amazon, follow [www.twitter.com/AmazonNews\\_IN](https://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. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon.

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