



Amazon.in Celebrates 10 Years of Being #IndiaKiApniDukaan

June 1, 2023

# amazon.in



# #IndiaKiApniDukaan

- Starting with just 100 sellers and a selection of mainly books, today Amazon.in is India's most visited and trusted online shopping destination with 12 lakh+ sellers offering crores of products
- Amazon has digitized over 40 lakh small businesses, enabled over \$5B in cumulative ecommerce exports and created over 11 lakh direct and indirect jobs in India
- As part of its 10th anniversary celebrations, customers shopping on Amazon.in on 5th June 2023 to get 10% cashback up to INR 250, sellers to get 10% waiver on Sell on Amazon fees; Amazon miniTV in partnership with Ekta Kapoor announces premier of 10-episode series titled "Badtameez Dil"
- Amazon is flagging off the anniversary celebrations with a [heart-warming film](#) that expresses gratitude to everyone who has made Amazon #IndiaKiApniDukaan over the last decade.

**Bengaluru, 01 June 2023:** Amazon.in celebrates its 10th anniversary in India on June 5 2023. It started with just 100 sellers selling mainly books and deliveries in a few cities from one fulfillment centre in Mumbai. On the back of numerous India first innovations over the last 10 years, today, customers in 100% serviceable pin-codes across India shop from #IndiaKiApniDukaan for anything they want, from books, electronics, home and kitchen, to gardening tool and everyday essentials. Amazon has been focused on digitally enabling small businesses across India, including from the most remote parts of the country to serve customers across India and the world. The company has invested in creating a nationwide infrastructure, a robust last mile including partnerships with India Post & Indian Railways and a dedicated air-cargo service – Prime Air, to deliver reliably to customers.

Amazon has become a part of daily lives and livelihoods for lakhs of customers and small businesses. Prime Video is bringing blockbuster entertainment to viewers across India. It has launched over 55 original series in Hindi, Tamil, Telugu so far including award-winning series like The Family Man, Mirzapur, Made in Heaven, Four More Shots Please! Paatal Lok, among others. Amazon Pay is making digital payments for lakhs of customers and small businesses. Over 8 crore customers are using Amazon Pay UPI and more than 85 lakh small businesses are Amazon Pay merchants. Alexa is now a part of lakhs of Indian households and is helping improve learning experience for lakhs of students in rural and semi-urban India and helping people with disabilities.

**Manish Tiwary, Country Manager India Consumer Business, Amazon India says,** "As we celebrate 10 years of Amazon.in, I want to thank our customers, sellers, employees and partners for their support. It's been an incredible journey of an Amazon made for India, in India. We are truly just getting started and remain committed to innovate for crores of customers and sellers. It is exciting that our pledges of digitizing 1 crore SMBs, enabling \$20B in ecommerce exports & creating 20 lakh jobs by 2025 align with India's vision of becoming a \$1 trillion digital economy."

#### Celebrating our 10th anniversary with customers and sellers

As part of Amazon.in's 10th anniversary celebrations, customers shopping on Amazon.in will get a 10% cash back up to INR 250 on a minimum transaction of INR 1000. Amazon will be providing a 10% waiver on the Sell on Amazon fees for all orders sellers receive on 5th June 2023. Additionally, Amazon miniTV, in partnership with Ekta Kapoor will soon premier a 10-episode series titled Badtameez Dil. Starring Riddhi Dogra, Barun Sobti, Malika Dua and Minnisha Lamba in lead roles, the show focuses on old school romance and new age thinking about love and relationships.

Amazon is flagging off the anniversary celebrations with a [heart-warming film](#) that expresses gratitude to everyone who has made Amazon #IndiaKiApniDukaan over the last decade.

#### 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 [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. 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.