



## Amazon Brings Mission GraHAQ Campaign to North East via Interactive Radio Shows

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- Amazon plans to leverage All India Radio's vast reach in the North East to broadcast interactive radio shows about safe online shopping in nine local languages most spoken in the region.
- Mission GraHAQ reached lakhs of individuals across 100+ cities in six states in its first phase through street plays.

**New Delhi, Oct. 31, 2023:** Amazon India is expanding its consumer awareness campaign, Mission GraHAQ, to North Eastern states, as part of its ongoing efforts to educate and empower consumers about online shopping and help build a trustworthy and safe experience for digital shoppers. Amazon will leverage the power of radio for this phase of Mission GraHAQ.

Amazon will produce interactive radio programs that will be broadcasted thrice a week on All India Radio's (AIR) 29 radio stations in the North East region in nine local languages most spoken in the region.

With this initiative, Amazon aims to proactively inform and educate consumers in Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura about safe online shopping and reiterate its commitment to protect consumers from bad actors.

"I commend Amazon India for its proactive initiatives aimed at enhancing consumer awareness regarding their rights and safety in the realm of online shopping. Utilizing radio broadcasts and delivering messages in local languages will empower consumers to fully comprehend the nuances of online shopping, fostering a deeper understanding of critical elements such as product information, online payments, grievance redressal, and consumer responsibilities," **Mr. Rohit Kumar Singh, Secretary - Ministry of Consumer Affairs, Food And Public Distribution, said.**

"At Amazon, our obsession with customers motivates us to ensure a trustworthy and safe online shopping experience. Our customers are central to our efforts and we are committed to maintaining an online shopping environment that is convenient, rewarding and safe," **Chetan Krishnaswamy, Vice President of Public Policy at Amazon India, said.** "The Mission GraHAQ campaign embodies our commitment to educate consumers about their rights and empower them to make well-informed purchase decisions. Consumers in North Eastern states are embracing online shopping at a fast clip, thanks to increased choice and convenience, and we want to spread our message to as many of them as possible leveraging the strong reach of All India Radio."

The three-month long campaign was launched on All India Radio on Oct. 31 in the North East region. The radio spots will be aired in Hindi, Bengali, Assamese, Nagamese, Garo, Khasi, Nepali, Manipuri and Mizo. Amazon and AIR will broadcast radio spots each week, covering various themes such as consumer rights, choice, redressal mechanisms available to them, as well as safe online shopping.

Introduced in 2022, the Mission GraHAQ campaign has reached lakhs of consumers in 100+ cities in six states - Gujarat, Karnataka, Tamil Nadu, Haryana, Uttar Pradesh, and Delhi. As part of the campaign, Amazon organised close to 400 street plays in several local languages to innovatively spread information about trustworthy online shopping.

### **About Amazon.in**

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, Fulfilment 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.

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