

amazon global selling

Exports Digest



TECH IN TRADE

BUILDING THE
FUTURE OF
E-COMMERCE EXPORTS



FOREWORD

BUILDING THE FUTURE OF E-COMMERCE EXPORTS WITH CUTTING-EDGE TECHNOLOGY

By Vivek Somareddy, Vice President, Seller Experience, Emerging Markets, and India Global Trade, Amazon



Technology has transformed international trade, helping exporters anywhere in the world sell to customers across the world. Indian exporters are using the power of e-commerce to build successful, internationally recognized global brands. A carpet maker from Bhadohi in Uttar Pradesh is now selling to customers in North America while a cotton apparel manufacturer from Tirupur, Tamil Nadu, has most of their business coming from Europe. Geographical location is no longer a barrier to exports. Every aspiring exporter, including the smallest and most remote seller in India, can export via e-commerce. The future of global trade is here — and the future is India.

Amazon Global Selling has played a significant role in enabling this through its innovative tools and programs to simplify exports, from cross-border logistics and payments to compliance. Amazon empowers exporters with advanced technology-driven solutions, provides them access to international markets on an unprecedented scale, and offers expert help at every stage of their export journey. Our mission is to help Indian MSMEs and D2C startups proudly showcase 'Made in India' products to hundreds of millions of customers in Amazon marketplaces worldwide.

Sellers on this program use data analytics tools to understand customer preferences and demand patterns. They have access to Export Navigator, a one-stop dashboard that provides guidance on regulatory requirements. They receive payments in INR directly in their bank accounts and can take advantage of integrated, cost-effective cross-border shipping solutions like Amazon Global Selling SEND, which offers real-time shipment tracking and fuel-efficient routes. Additionally, they benefit from a trusted service provider network that offers fast services at competitive rates.

Amazon brings a unique strength to e-commerce exports — an unprecedented scale of market access. On joining Amazon, sellers gain entry to numerous marketplaces across North America, the European Union, the Middle East, and Australia. We provide a ready, significant customer demand for 'Made in India' products, and are the perfect partner for Indian exporters looking to achieve global reach.

We are now witnessing the application of advanced technologies such as generative AI, machine learning, and large language models to help sellers uncover new market opportunities through customer insights. These technologies bring efficiencies in demand forecasting, inventory management, logistics, and other aspects of exports. At Amazon, we are investing in generative AI tools to help sellers optimize their reach with high-quality listings and product pages, create better product images and videos, and much more. These tools help exporters save time and resources while enhancing product discovery and increasing sales. My colleague Rajeev Rastogi, VP, Machine Learning, Amazon India, delves deeper into our AI initiatives in an interview later in this book.

Our endeavor to integrate advanced technologies and global trade in India started in 2015 with the launch of Amazon Global Selling. Since then, 150,000+ registered exporters on the program have cumulatively sold over 400 million product units across 18+ Amazon global marketplaces. Amazon is on track to enable tens of thousands of Indian businesses to surpass \$13 billion in cumulative e-commerce exports from India by the end of 2024. We are committed to enabling \$20 billion in cumulative e-commerce exports from India by 2025.

However, the real success of the program is reflected in the success of hundreds of thousands of entrepreneurs from across India who are embracing technology to build strong global brands. One such business is women's wear brand Janasya. Starting as a brick-and-mortar store in Surat, Janasya is now a favorite in the US, Canada, the UK, and Australia. The business has grown 15-20% YoY on average over the last five years on Amazon Global Selling. Like many first-time exporters, founder Vinay Kanodia faced challenges with cross-border logistics and compliance. He used Amazon Global Selling SEND, Amazon Exports Compliance Dashboard, and other Amazon tools to reduce costs and streamline documentation.

E-commerce exports is India's next big opportunity for economic growth. Over the past year, we have witnessed all stakeholders come together to promote e-commerce exports through policy measures, technological innovation, and joint capacity-building initiatives. To boost e-commerce exports, the government is creating a regulatory framework that includes establishing e-commerce export hubs near ports and airports, as announced in the Union Budget. This initiative will enable small producers to sell their products on online marketplaces.

I am excited to bring you Exports Digest 2024, which offers a data-backed overview of the current state of e-commerce exports in India through the lens of Amazon Global Selling. We remain deeply committed to our mission of simplifying e-commerce exports for MSMEs and D2C brands across the country.

It's just Day 1 for India's e-commerce exports industry, and Amazon will continue to play a pivotal role in shaping it.

MESSAGE

POLICY INITIATIVES FOR INDIA'S GLOBAL TRADE LEADERSHIP

By Shri Santosh Sarangi, Additional Secretary and Director General, Directorate General of Foreign Trade, India



2023 was a watershed year for India's e-commerce exports industry. Due to a confluence of factors — accelerated adoption of technologies and ecosystem initiatives to simplify exports, increased awareness among Indian MSMEs about the potential to build global businesses through e-commerce, and supportive government policies — India's sunrise sector found its place in the sun.

The Foreign Trade Policy (FTP) 2023 promises to be a gamechanger for the industry.

For the first time, the FTP incorporated a dedicated chapter on e-commerce exports, highlighting its growing importance. The policy enablements are aimed at promoting awareness and adoption of e-commerce exports with a view to boost export volumes from the country.

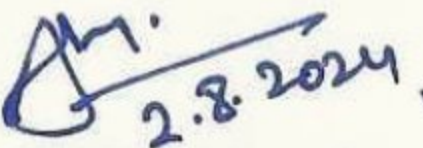
The FTP has laid the foundation for potentially limitless growth of India's economy and MSMEs through e-commerce exports. Its key priorities include establishment of E-Commerce Export Hubs (ECEHs) and providing essential infrastructure and facilities for e-commerce exports, along with other existing financial assistance under the Market Access Initiative (MAI) scheme. The government is also working on Trade Connect, a one-stop e-platform for exporters to connect with various stakeholders abroad. The Directorate General of Foreign Trade (DGFT) is also collaborating with the RBI and relevant ministries, including the Finance Ministry, on several steps to promote exports through e-commerce.

Developing ECEHs, launching Trade Connect portal, and establishing a Trade Promotion vertical within the Department of Commerce feature in the government's immediate agenda.

The FTP includes the Niryat Bandhu Scheme (NBS) and Districts as Export Hubs (DEHs) Scheme for outreach activities and workshops to raise awareness and build capacity for e-commerce exports.

Additionally, Dak Ghar Niryat Kendras are being set up nationwide by the Department of Posts and the Central Board of Indirect Taxes and Customs (CBIC) to enable artisans, weavers, craftspersons, and MSMEs to reach international markets through a network of Foreign Post Offices.

The global B2C cross-border e-commerce market is expected to exponentially increase by 2030. India, with its robust MSME base and forward-looking export policies, is well-positioned to capitalize on this opportunity and emerge as a key player in this sector. With adequate support and an enabling ecosystem, India's sunrise sector, e-commerce exports, can enhance its economic prosperity and advance its position in global trade leadership.


2.8.2024

Santosh Sarangi
New Delhi

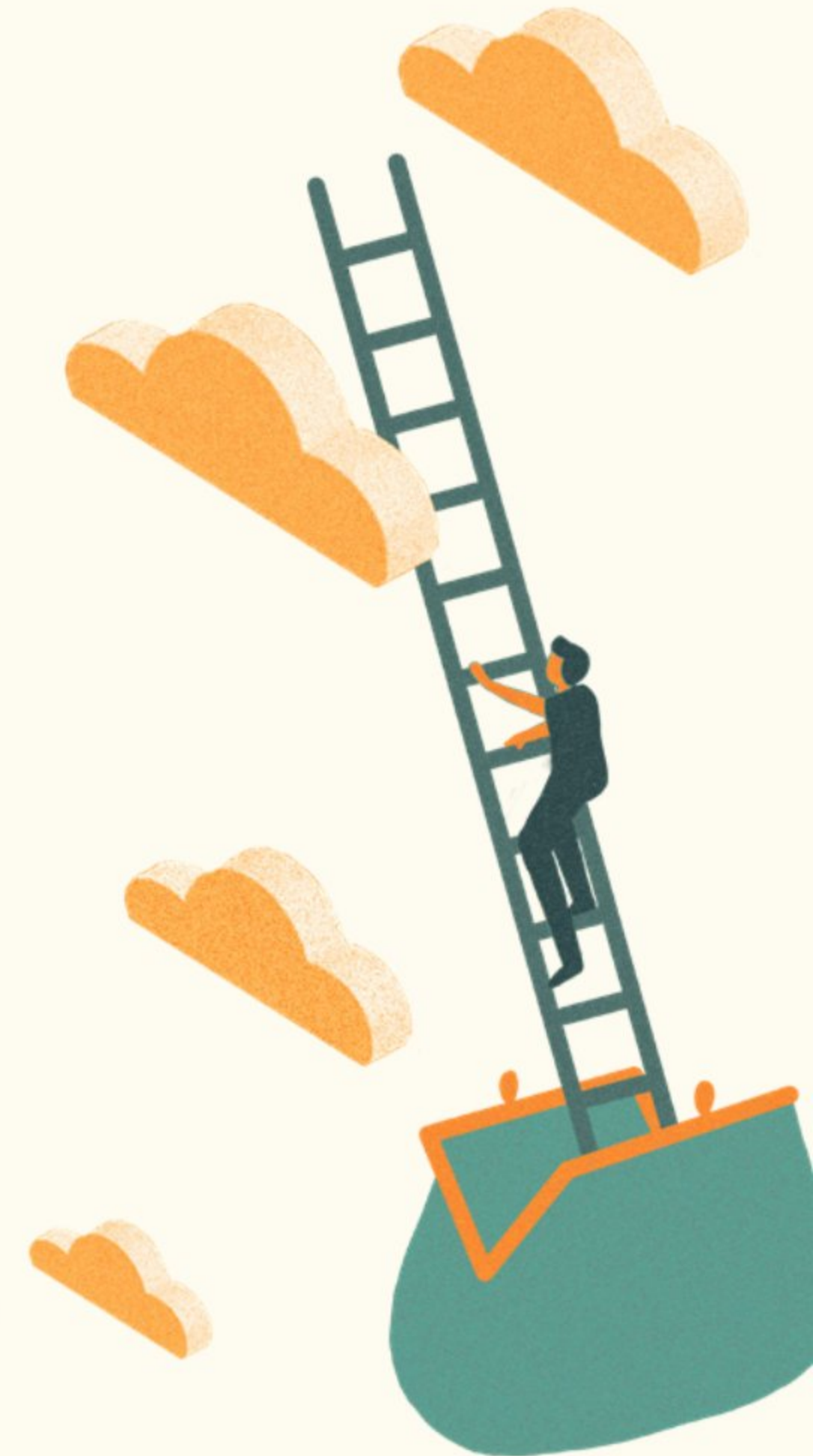


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SECTION 1

ENABLING EXPORTS

OUR GLOBAL IMPACT



Amazon is on track to enable tens of thousands of Indian businesses to surpass

\$13B

in cumulative e-commerce exports from India by the end of 2024.

Amazon is committed to enabling

\$20B

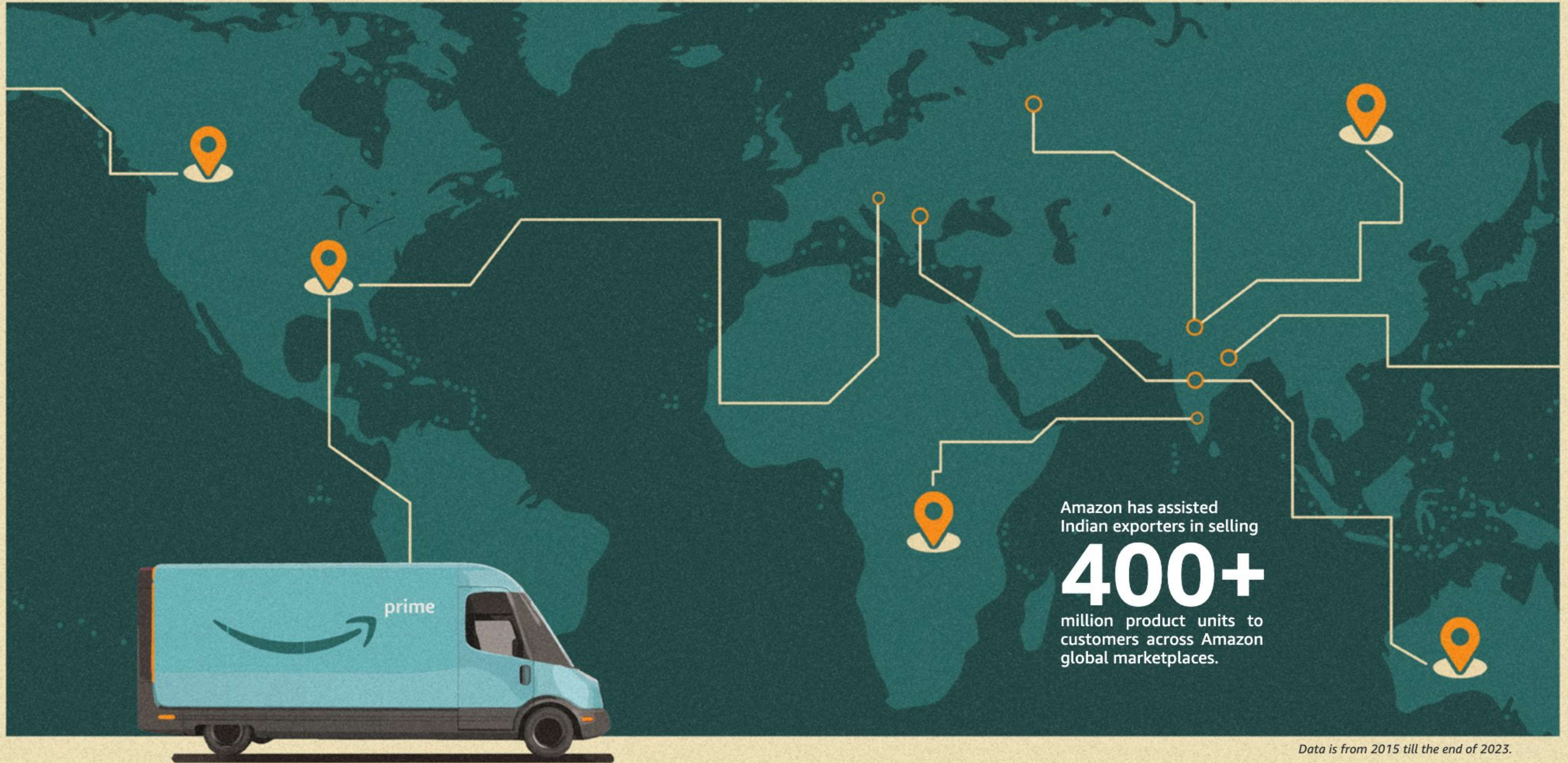
in cumulative e-commerce exports from India by 2025.

Since 2015, Amazon Global Selling has:

Registered
150,000+
exporters across 18+ Amazon global marketplaces.

Enabled exporters from
28 States | **200+** Cities | **7** Union Territories

Above data is from 2015 till the end of 2023.



Amazon has assisted
Indian exporters in selling

400+

million product units to
customers across Amazon
global marketplaces.

Data is from 2015 till the end of 2023.

INDIAN STATES WITH HIGHEST NUMBER OF EXPORTERS

ON AMAZON GLOBAL SELLING IN 2023



28,000+

DELHI*

22,500+

RAJASTHAN

17,500+

MAHARASHTRA

16,500+

GUJARAT

14,000+

UTTAR PRADESH



*Union Territory

TOP 10 STATES IN TERMS OF EXPORTS IN 2023



*Union Territory

All data is for Indian exporters on Amazon Global Selling in 2023.

TOP 10 INDIAN CITIES

IN TERMS OF EXPORTS IN 2023



MUMBAI

DELHI

SURAT

BENGALURU

THANE

ANAND

JAIPUR

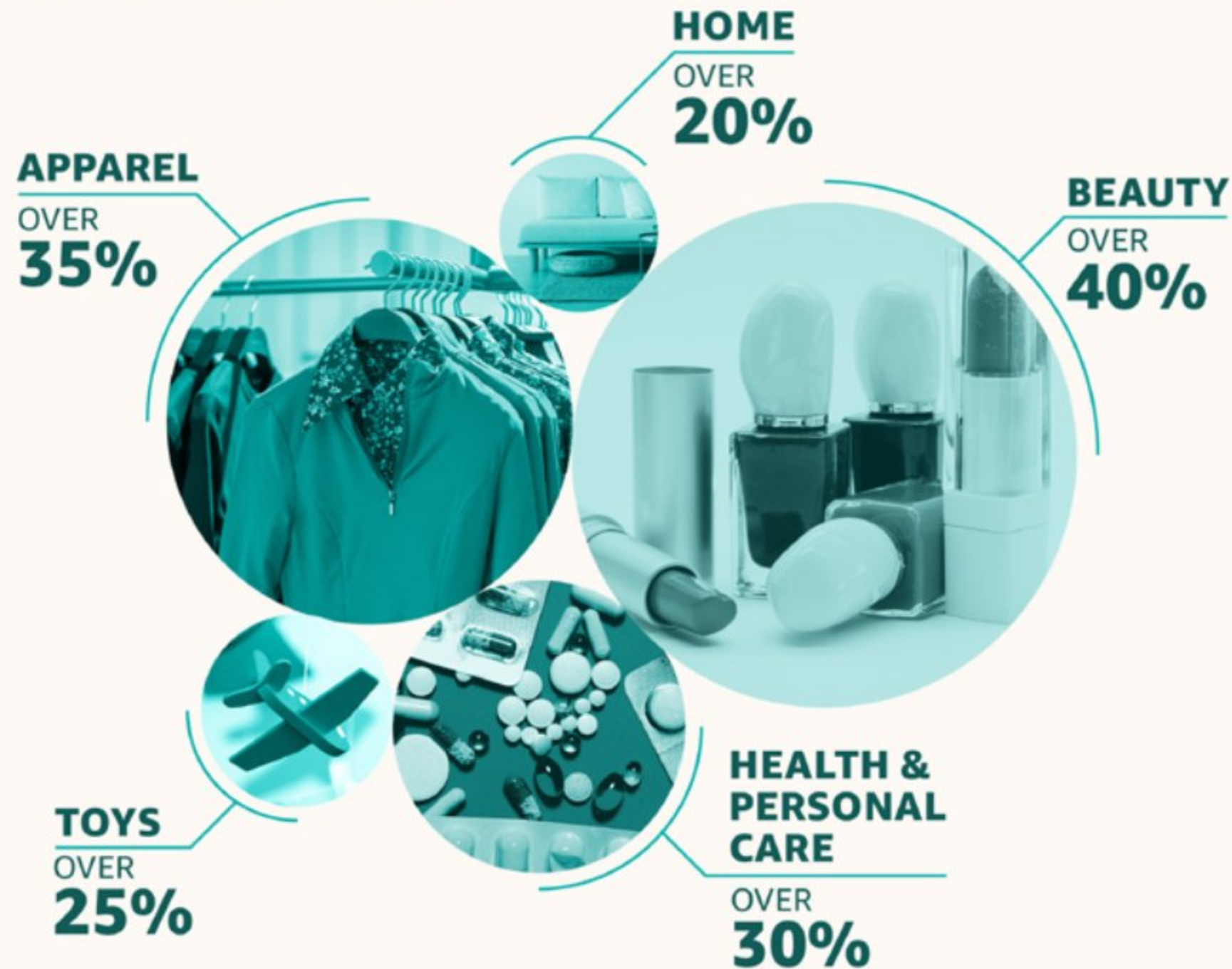
AHMEDABAD

KARUR

INDORE

TOP PRODUCT CATEGORIES

FOR AMAZON GLOBAL SELLING EXPORTERS IN 2023



Figures represent year-on-year growth in these product categories on Amazon marketplaces in 2023

OTHER FAST-GROWING PRODUCT CATEGORIES



SELLER SUCCESS STORY

DOCTOR JUPITER

IGNITING YOUNG MINDS GLOBALLY

In a world hooked onto screens, Doctor Jupiter has been a source of joy for young minds and relief for parents. Founded with the belief that toys can be powerful learning tools, Doctor Jupiter designs unique and intuitive learning experiences for children up to 14 years old.

When it came to global expansion, the brand faced unanticipated regulatory challenges. "Educational curricula and focus areas vary in each country; cultural context is different; and regulations and safety standards are not the same," says founder Bharat Gulia.

So, the brand used Amazon's tools to understand and adhere to these standards.



Export Navigator significantly reduced our research time. It simplified compliance by providing all relevant information like product restrictions, labeling requirements, and tax regulations. Having all this information in one place helped us avoid any customs hurdles, and saved us the time and money associated with product delays or returns money associated with product delays or returns.

Bharat Gulia
Founder, Doctor Jupiter

To ship its products, Doctor Jupiter banked on FBA and Amazon Global Selling SEND. "We didn't have to manage our own warehouses or shipping for international orders. This led to significant cost savings on storage, packaging, and labor."

The end-to-end support helped the brand develop and strengthen its core offering. Doctor Jupiter launched on Amazon Global Selling in 2021 with 6 products and under 10 employees, and has since grown to develop two specialized lines of educational products.

"Today, Doctor Jupiter is a 35-member team, operates two large warehousing facilities to cater to the holiday season in the US, and is set to launch about 100 products by the end of 2024," Gulia says.

The brand's next destinations are the UK, Europe, and Canada.



TOP AMAZON MARKETPLACES

FOR INDIAN EXPORTERS ON AMAZON GLOBAL SELLING IN 2023



UNITED STATES OF AMERICA



UNITED KINGDOM



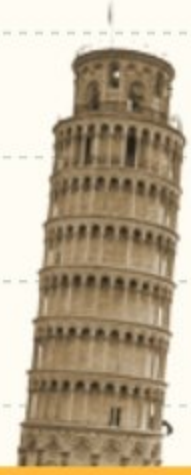
CANADA



GERMANY



FRANCE



ITALY



SPAIN



MEXICO

EMERGING AMAZON MARKETPLACES



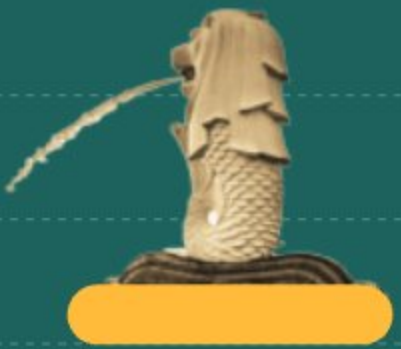
UNITED ARAB EMIRATES



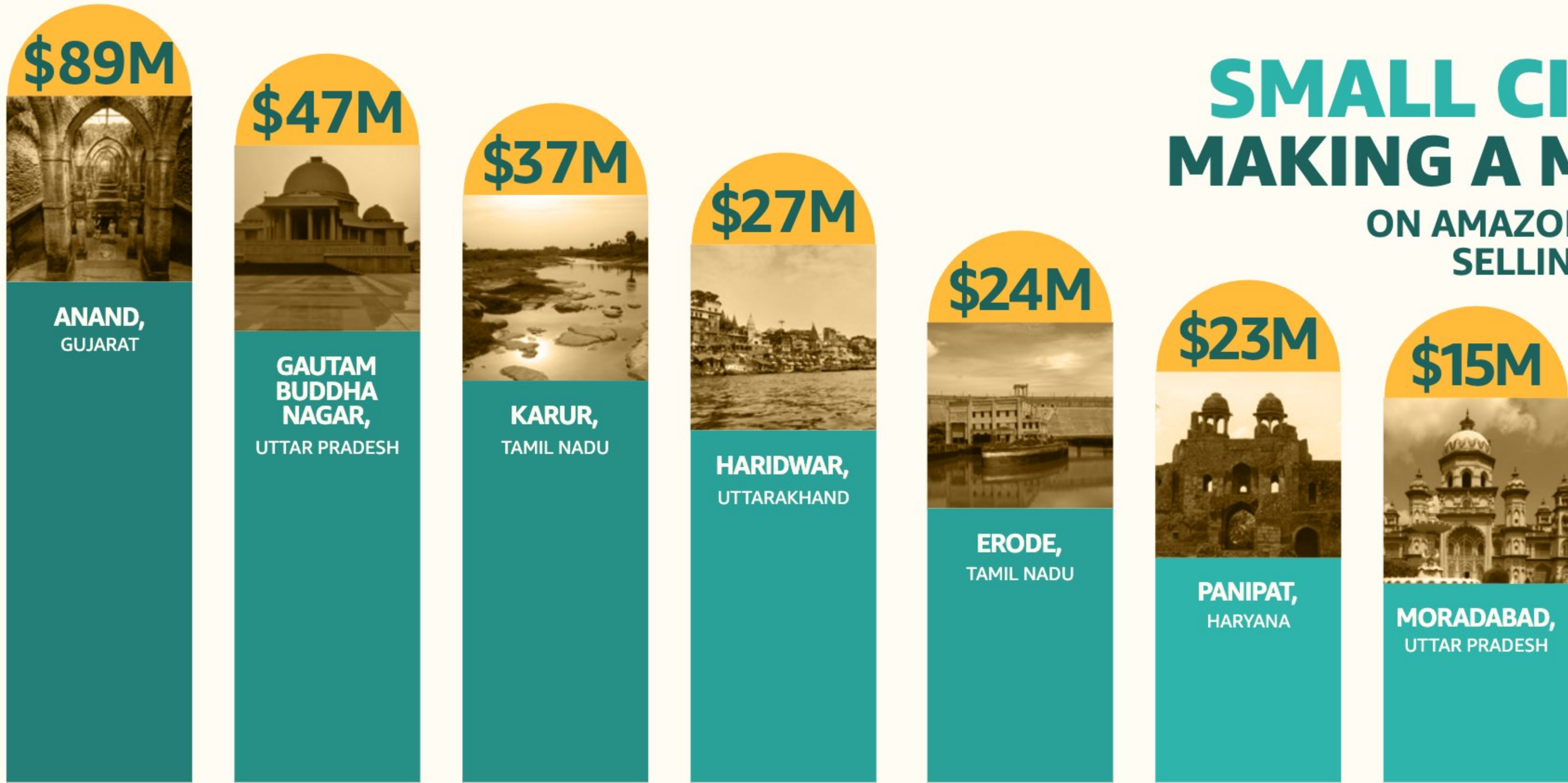
AUSTRALIA



SAUDI ARABIA



SINGAPORE



SMALL CITIES MAKING A MARK

ON AMAZON GLOBAL
SELLING IN 2023

Figures represent gross merchandise sales or GMS on Amazon global marketplaces enabled through Amazon Global Selling.

SELLER SUCCESS STORY

MINIMALIST

MAXIMIZING SUCCESS THROUGH TRANSPARENCY

There are a lot of incorrect claims and misconceptions in the beauty industry. There is a misconception that 100% natural is safe and effective, while anything 'chemical' is unsafe. This is wrong. Everything is a chemical — water is a chemical. Chemical-free products don't exist.

Mohit Yadav
Co-founder, Minimalist

Mohit and Rahul Yadav are the founders of D2C startup, Minimalist, a brand that aims to change how beauty and personal care products are made and marketed. Its range of skin, hair, and body care products "address the lack of transparency in the beauty industry by clearly spelling out the ingredients used and where they are sourced from," explains Yadav.

Minimalist began its global expansion on Amazon Global Selling in 2021, first focusing on the UAE marketplace. "The biggest barrier any brand faces while expanding globally is that each geography is different and has its own set of nuances. Regulatory, legal, and logistics challenges need to be addressed appropriately for each country," said Yadav.

With Amazon Global Selling tools, it was a smooth sail for Minimalist. "FBA has been an instrumental lever for our geographic expansion plans. It's convenient and cost-effective, and offers industry-leading delivery times. It's a win-win program for any seller," Yadav said.



Within three years, the brand expanded to the US, the UK, Saudi Arabia, Singapore, and Australia. On Amazon USA, Minimalist recorded a 135%+ growth in a period of 10 months between August 2023 and May 2024; on Amazon UK, it grew 75%+ in the first five months of 2024.

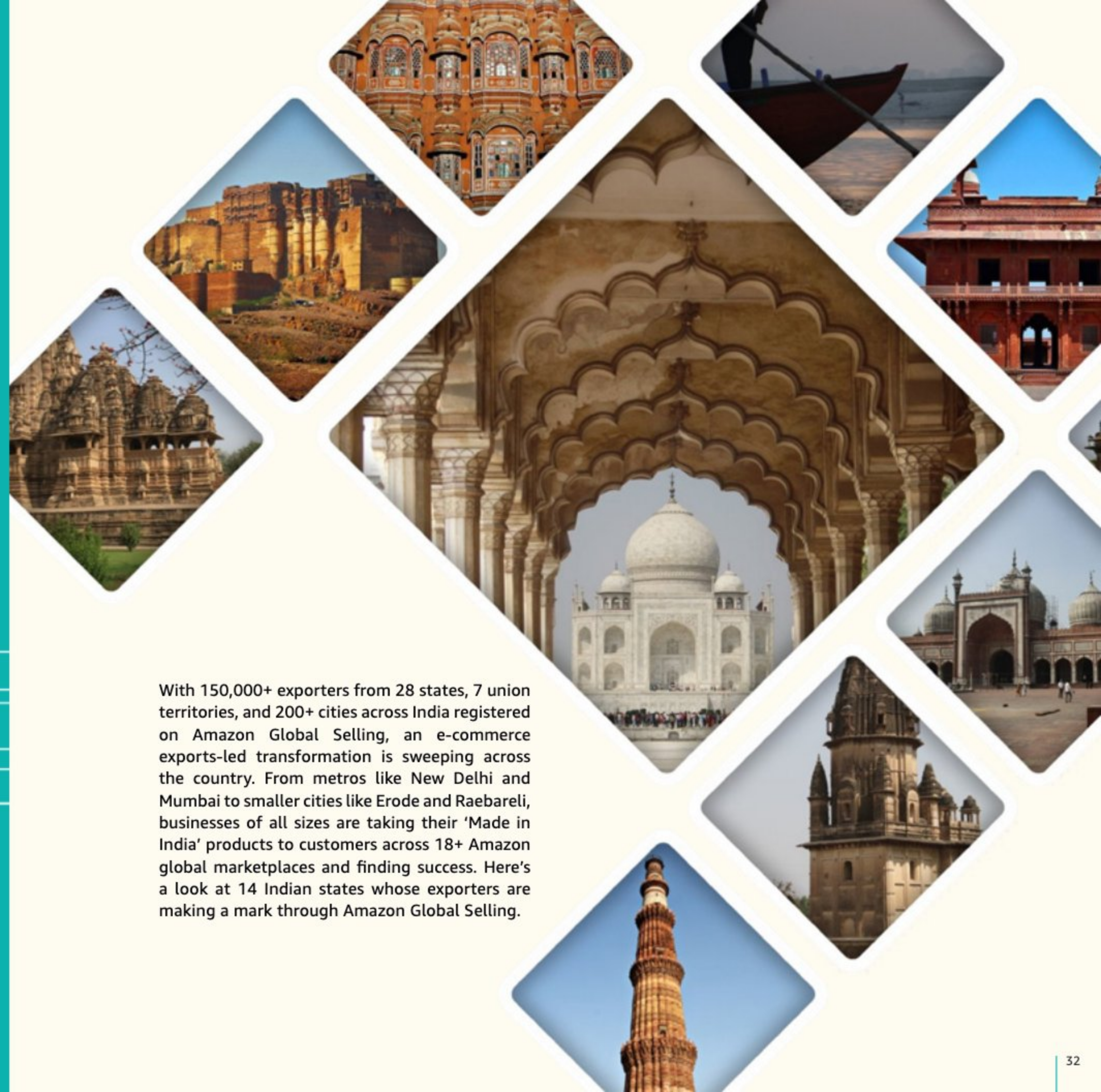
Amazon sale events have been instrumental in this growth. For example, during Amazon Prime Day 2023, Minimalist recorded a 6X spike on Amazon USA. Minimalist has also diligently leveraged Amazon's insights tools to identify gaps in the market, optimize listings for conversion, and get data-driven insights into new business opportunities in multiple categories and geographies.

Driven by its mission to bring transparency to the beauty industry, the brand continues to expand its product portfolio and explore new opportunities on Amazon Global Selling.



SECTION 2

STATE OF EXPORTS: A REGIONAL DEEP DIVE



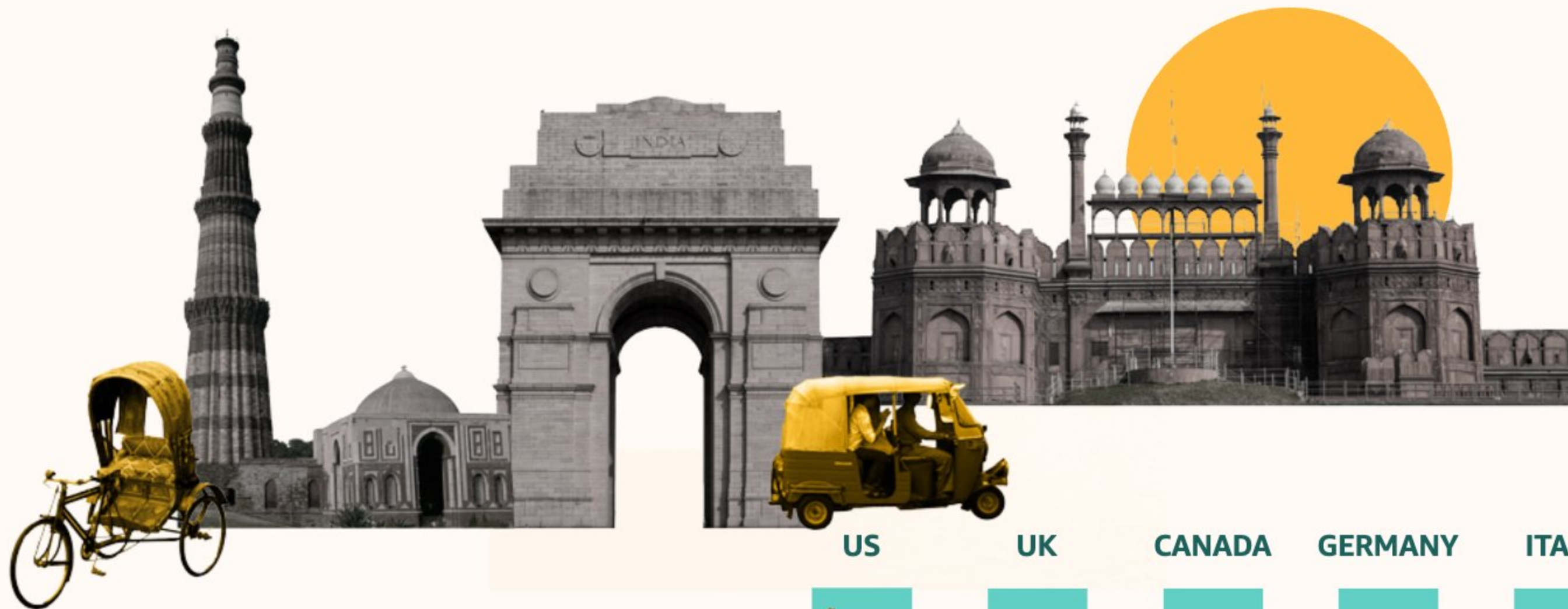
With 150,000+ exporters from 28 states, 7 union territories, and 200+ cities across India registered on Amazon Global Selling, an e-commerce exports-led transformation is sweeping across the country. From metros like New Delhi and Mumbai to smaller cities like Erode and Raebareli, businesses of all sizes are taking their 'Made in India' products to customers across 18+ Amazon global marketplaces and finding success. Here's a look at 14 Indian states whose exporters are making a mark through Amazon Global Selling.

DELHI*

With excellent infrastructure and a thriving network of small and big businesses, India's capital is a major e-commerce export hub.

Total number of exporters on Amazon Global Selling:

28,000+



HEALTH & PERSONAL CARE



BEAUTY



HOME



APPAREL



TOYS

TOP-SELLING PRODUCT CATEGORIES

US

UK

CANADA

GERMANY

ITALY



KEY MARKETS FOR EXPORTERS

All data is for Indian exporters on Amazon Global Selling in 2023.

*Union Territory

KEY MARKETS FOR EXPORTERS

US UK CANADA GERMANY UAE



A treasure-trove of exquisite handicrafts and textiles, Rajasthan is embracing technology to take its artisanal products to the world.

Total number of exporters on Amazon Global Selling:

22,500+

RAJASTHAN



CITIES WITH HIGHEST NUMBER OF EXPORTERS ON AMAZON GLOBAL SELLING

TOP-SELLING PRODUCT CATEGORIES



HOME



GROCERY



OFFICE PRODUCTS



FURNITURE

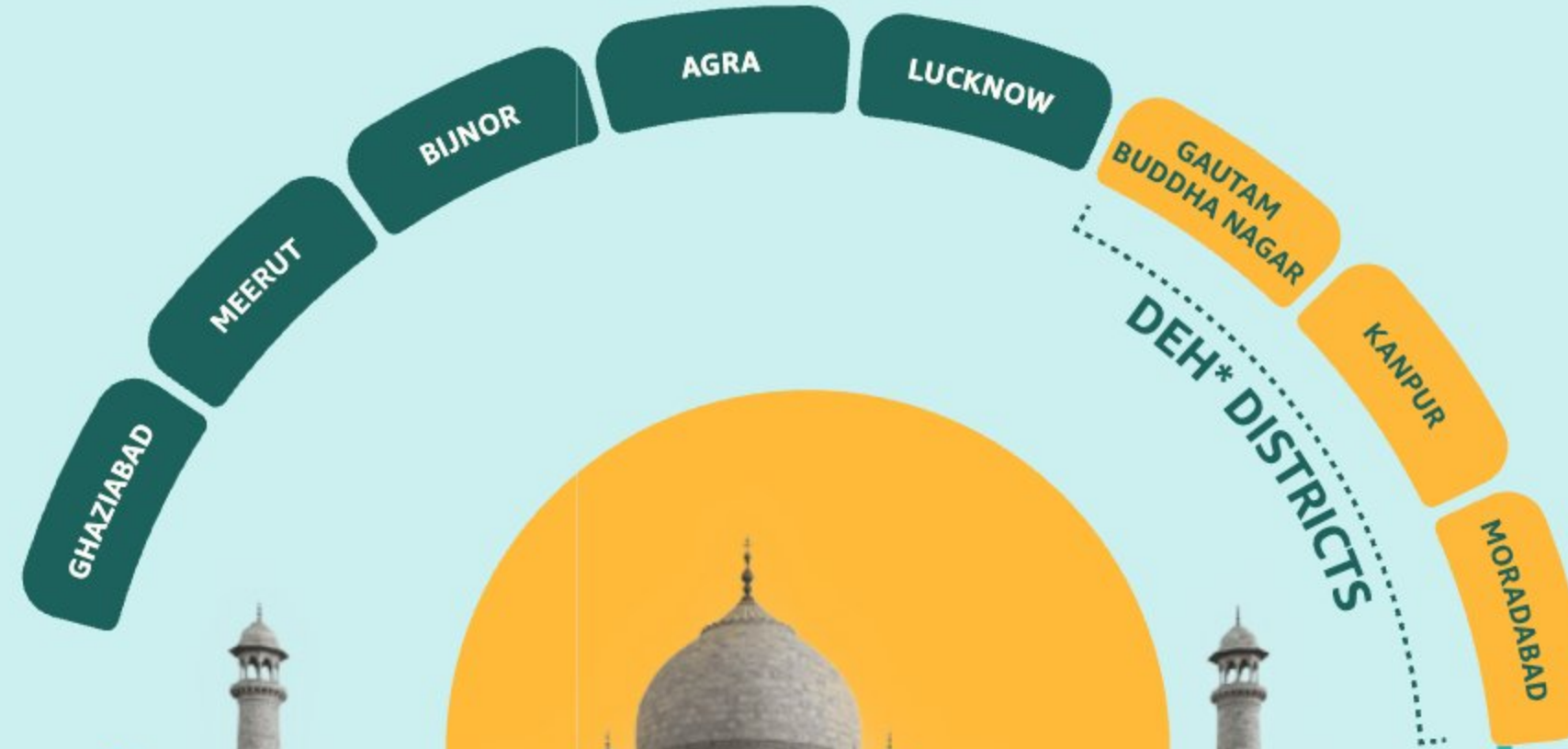


LUGGAGE

All data is for Indian exporters on Amazon Global Selling in 2023.
*Union Territory

KEY MARKETS FOR EXPORTERS

US UK CANADA GERMANY UAE



Home to the highest number of MSMEs¹, India's most populous state is fast-emerging as an e-commerce exports powerhouse.

Total number of exporters on Amazon Global Selling:

14,000+

CITIES WITH HIGHEST NUMBER OF EXPORTERS ON AMAZON GLOBAL SELLING

UTTAR PRADESH

TOP-SELLING PRODUCT CATEGORIES



HOME



KITCHEN



HEALTH & PERSONAL CARE



BEAUTY



FURNITURE

All data is for Indian exporters on Amazon Global Selling in 2023.
*Union Territory

HARYANA

Haryana, which ranks 5th in Export Preparedness Index 2022,² and well connected to New Delhi, has a thriving manufacturing and export industry.

Total number of exporters on Amazon Global Selling:

8,000+

US



CANADA



UK



UAE



GERMANY



KEY MARKETS FOR EXPORTERS

All data is for Indian exporters on Amazon Global Selling in 2023.
*Union Territory



CITIES WITH HIGHEST NUMBER OF EXPORTERS
ON AMAZON GLOBAL SELLING

TOP-SELLING PRODUCT CATEGORIES



HOME



BEAUTY



FURNITURE



HEALTH & PERSONAL CARE



BUSINESS, INDUSTRIAL, AND SCIENTIFIC SUPPLIES (BISS)

UTTARAKHAND

Nestled in the Himalayas, Uttarakhand is a fast-developing state experiencing a significant growth rate in its exports.³

Total number of exporters on Amazon Global Selling:

6,000+



HOME



SPORTS



TOYS



OUTDOORS



KITCHEN

TOP-SELLING PRODUCT CATEGORIES

All data is for Indian exporters on Amazon Global Selling in 2023.
*Union Territory

CITIES WITH HIGHEST NUMBER OF EXPORTERS ON AMAZON GLOBAL SELLING

UDHAM SINGH NAGAR

HARIDWAR

DEHRADUN

DEH* DISTRICTS



US

UK

CANADA

GERMANY

FRANCE



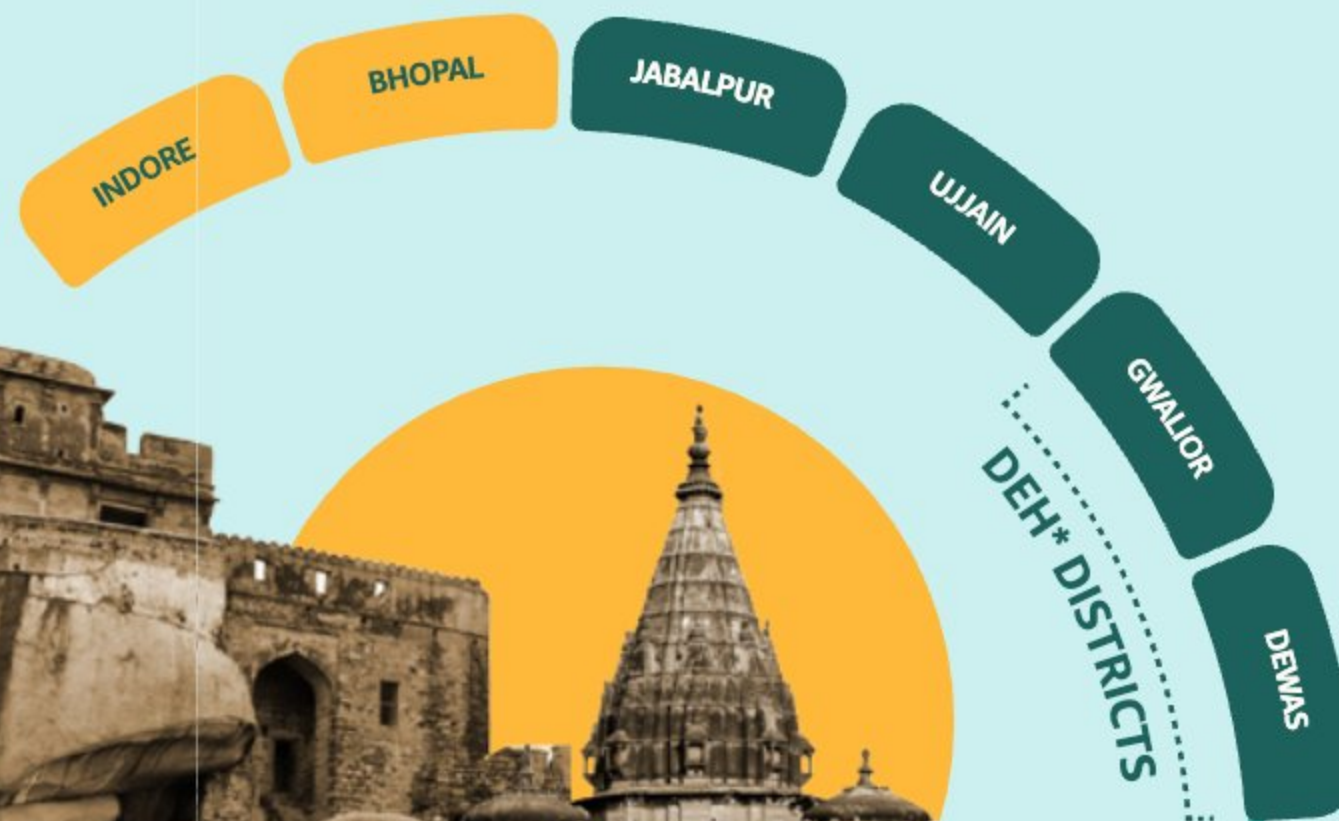
KEY MARKETS FOR EXPORTERS

MADHYA PRADESH

The heart of India with a rich heritage in handicrafts and handloom, Madhya Pradesh is leveraging e-commerce exports to take its products to Amazon global marketplaces.

Total number of exporters on Amazon Global Selling:

5,500+



US CANADA UK AUSTRALIA UAE



KEY MARKETS FOR EXPORTERS

CITIES WITH HIGHEST NUMBER OF EXPORTERS ON AMAZON GLOBAL SELLING

TOP-SELLING PRODUCT CATEGORIES



HOME



GROCERY



HEALTH & PERSONAL CARE



BEAUTY



OFFICE PRODUCTS

All data is for Indian exporters on Amazon Global Selling in 2023.
*Union Territory

PUNJAB

The 'Granary of India', Punjab is leveraging e-commerce exports to expand to newer categories and extend its legacy of exports.

Total number of exporters on Amazon Global Selling:

4,000+



SHOES



HOME



HEALTH & PERSONAL CARE

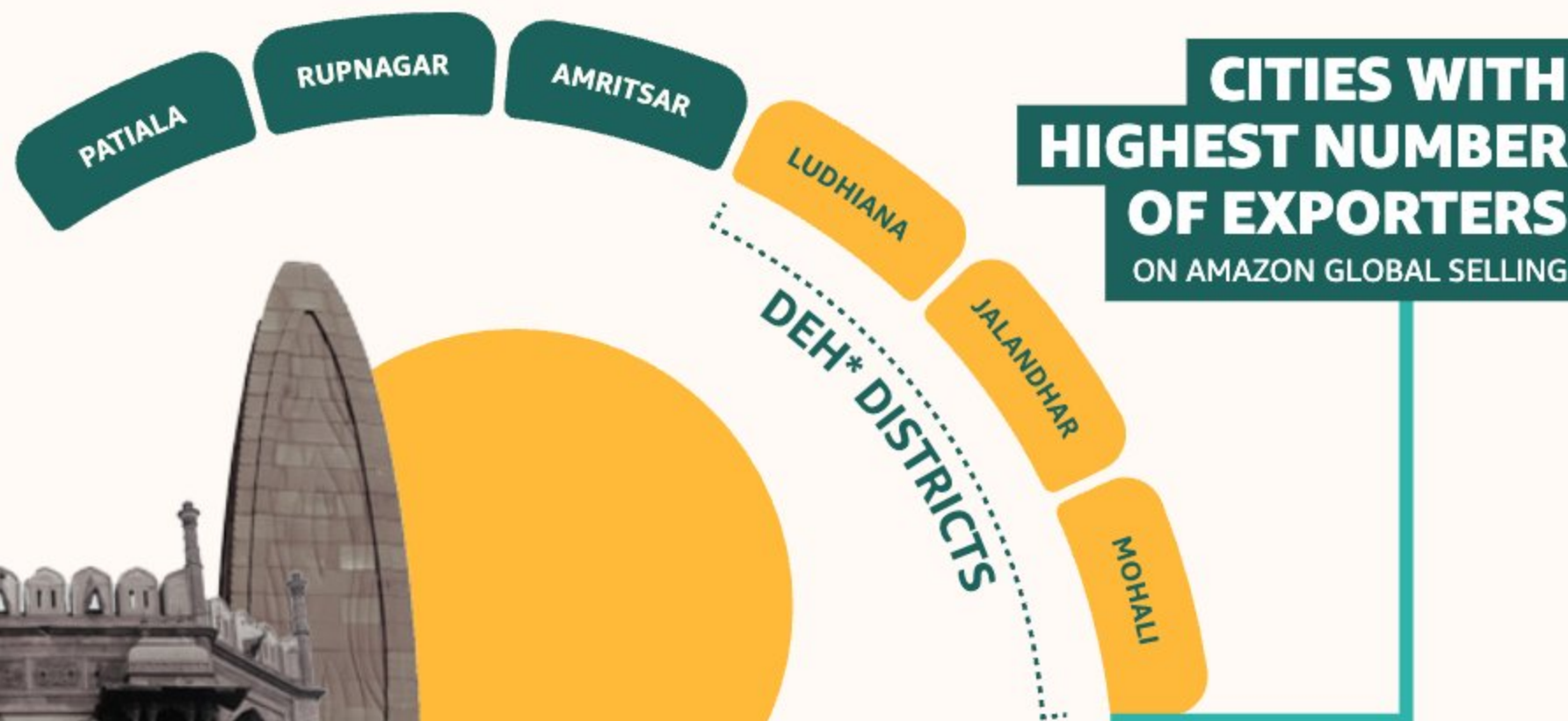


BEAUTY



TOYS

TOP-SELLING PRODUCT CATEGORIES



US

CANADA

UK

AUSTRALIA

GERMANY



KEY MARKETS FOR EXPORTERS

All data is for Indian exporters on Amazon Global Selling in 2023.

*Union Territory

SELLER SUCCESS STORY

PASHWRAP

FROM LOCAL DREAMS TO GLOBAL SUCCESS

Pashwrap started small with a big dream. Aaqib Bhat wanted to take the artistry of Kashmiri pashmina to the world. Growing up in a family that had been crafting silk rugs since the 1960s, the idea for Pashwrap came from a conversation with his 85-year-old grandfather who was curious about the online deliveries happening in the neighborhood. Explaining e-commerce to his grandfather became the first building block for the brand. Aaqib started the brand in 2021, and within six months, they had a fully functioning Amazon Global Selling seller account for exports.

The journey wasn't easy. Pashwrap faced significant challenges, including skepticism from potential customers and competition from misleadingly labeled cashmere products.

Building trust in such a crowded market was tough, especially as Pashwrap started to expand internationally.



“Our pashminas are priced between ₹10,000-12,000, while many cheaper products were falsely labeled as cashmere.”

Aaqib Bhat
Founder, Pashwrap

The turning point came with Amazon's support. Pashwrap, a brand born on Amazon, utilized Amazon Global Selling to access tools and solutions that helped initiate cross-border trade. Amazon assisted with paperwork and other details of setting up an export business online, to reach their target audience through Amazon global stores.



“We have now delivered to almost 3,000 customers via Amazon Global Selling. Our average sales per day is \$500-600 but during sale events like Black Friday and Cyber Monday, we have seen our numbers jump 5-10x,” Bhat says.

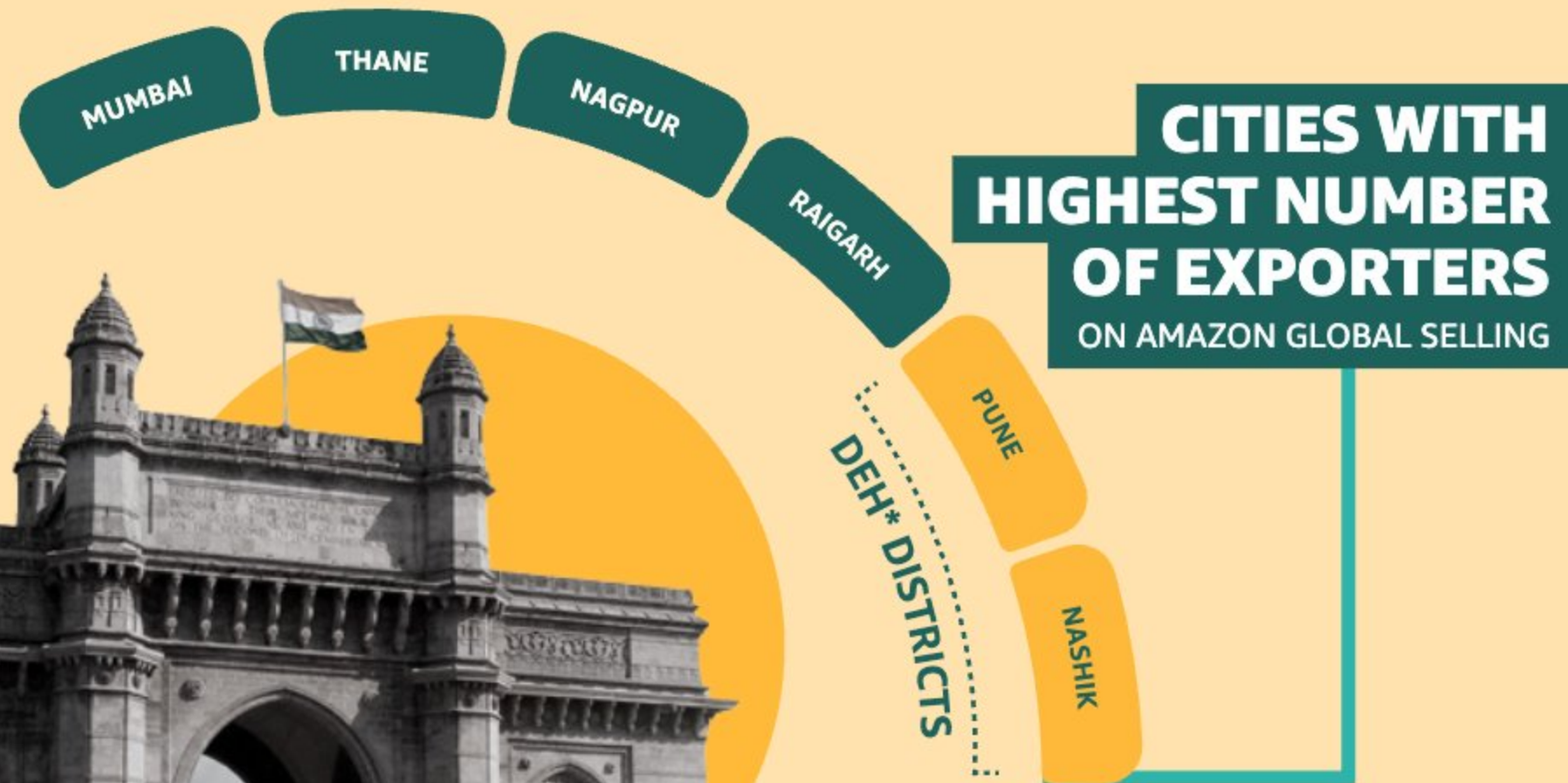
The brand now exports to the US, Canada, Mexico, and Australia, and is preparing to enter the European market next year. Pashwrap's success story shows how a local dream, supported by the right tools, can achieve global recognition.

MAHARASHTRA

New global brands are emerging from Maharashtra, India's richest state by GDP⁴, as e-commerce exports empower MSMEs and D2C startups.

Total number of exporters on Amazon Global Selling:

17,500+



HOME



TOYS



JEWELLERY



AUTOMOTIVE



FURNITURE



US

UK

CANADA

UAE

GERMANY



KEY MARKETS FOR EXPORTERS

TOP-SELLING PRODUCT CATEGORIES

All data is for Indian exporters on Amazon Global Selling in 2023.

*Union Territory

KEY MARKETS FOR EXPORTERS

US UK GERMANY CANADA ITALY



An ancient maritime trading powerhouse, Gujarat is leveraging e-commerce exports to launch a new wave of entrepreneurs and exporters.

Total number of exporters on Amazon Global Selling:

16,500+

GUJARAT

All data is for Indian exporters on Amazon Global Selling in 2023.
*Union Territory



CITIES WITH HIGHEST NUMBER OF EXPORTERS ON AMAZON GLOBAL SELLING

TOP-SELLING PRODUCT CATEGORIES



APPAREL



BEAUTY



HEALTH & PERSONAL CARE



GROCERY



HOME

KARNATAKA

Home to the startups of Bengaluru and the coffee plantations of Coorg, Karnataka blends tradition with technology to drive economic growth.

Total number of exporters on Amazon Global Selling:

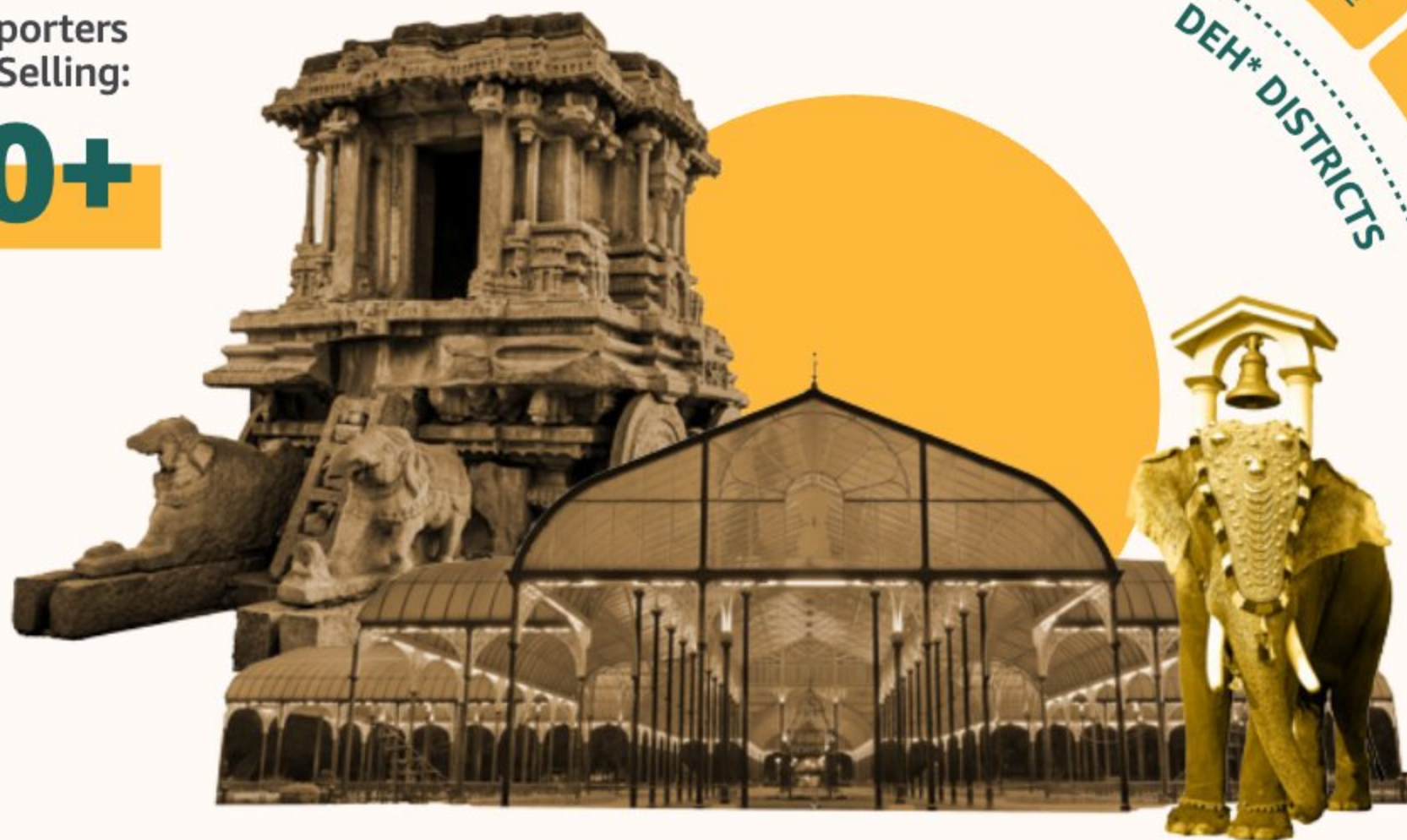
5,500+

US CANADA UK UAE MEXICO



KEY MARKETS FOR EXPORTERS

All data is for Indian exporters on Amazon Global Selling in 2023.
*Union Territory



CITIES WITH HIGHEST NUMBER OF EXPORTERS ON AMAZON GLOBAL SELLING

TOP-SELLING PRODUCT CATEGORIES



HOME



TOYS



HEALTH & PERSONAL CARE



KITCHEN



BEAUTY

KEY MARKETS FOR EXPORTERS

US CANADA UK GERMANY FRANCE



An industrial powerhouse and home to the port city of Chennai, Tamil Nadu is an established gateway to global trade and commerce.

Total number of exporters on Amazon Global Selling:

4,500+

TAMIL NADU



CITIES WITH HIGHEST NUMBER OF EXPORTERS ON AMAZON GLOBAL SELLING

TOP-SELLING PRODUCT CATEGORIES



HOME



KITCHEN



APPAREL



SPORTS



BEAUTY

All data is for Indian exporters on Amazon Global Selling in 2023.
*Union Territory

TELANGANA

Exporters from Telangana are leveraging e-commerce exports to expand their market presence and capitalize their unrealized potential. The state is home to over 2.6 million MSMEs.⁵

Total number of exporters on Amazon Global Selling:

4,000+



CITIES WITH HIGHEST NUMBER OF EXPORTERS ON AMAZON GLOBAL SELLING

US



UK



GERMANY



CANADA



UAE



KEY MARKETS FOR EXPORTERS

TOP-SELLING PRODUCT CATEGORIES



FURNITURE



TOYS



SPORTS



APPAREL



HOME

All data is for Indian exporters on Amazon Global Selling in 2023.
*Union Territory

KEY MARKETS FOR EXPORTERS

US UK CANADA GERMANY AUSTRALIA



With a rich heritage in handicrafts, textiles, and leather, West Bengal is establishing e-commerce export hubs and facilitation centers in key districts to empower its MSME sector.

Total number of exporters on Amazon Global Selling:

3,500+

WEST BENGAL



CITIES WITH HIGHEST NUMBER OF EXPORTERS ON AMAZON GLOBAL SELLING

TOP-SELLING PRODUCT CATEGORIES



LUGGAGE



LAWN AND GARDEN



KITCHEN



HOME



SHOES

All data is for Indian exporters on Amazon Global Selling in 2023. *Union Territory

BIHAR

Traditionally an industrial state, Bihar is slowly but steadily growing its exports, driving economic growth by taking products to global markets through e-commerce.

Total number of exporters on Amazon Global Selling:

600+



KITCHEN



HOME



LAWN & GARDEN

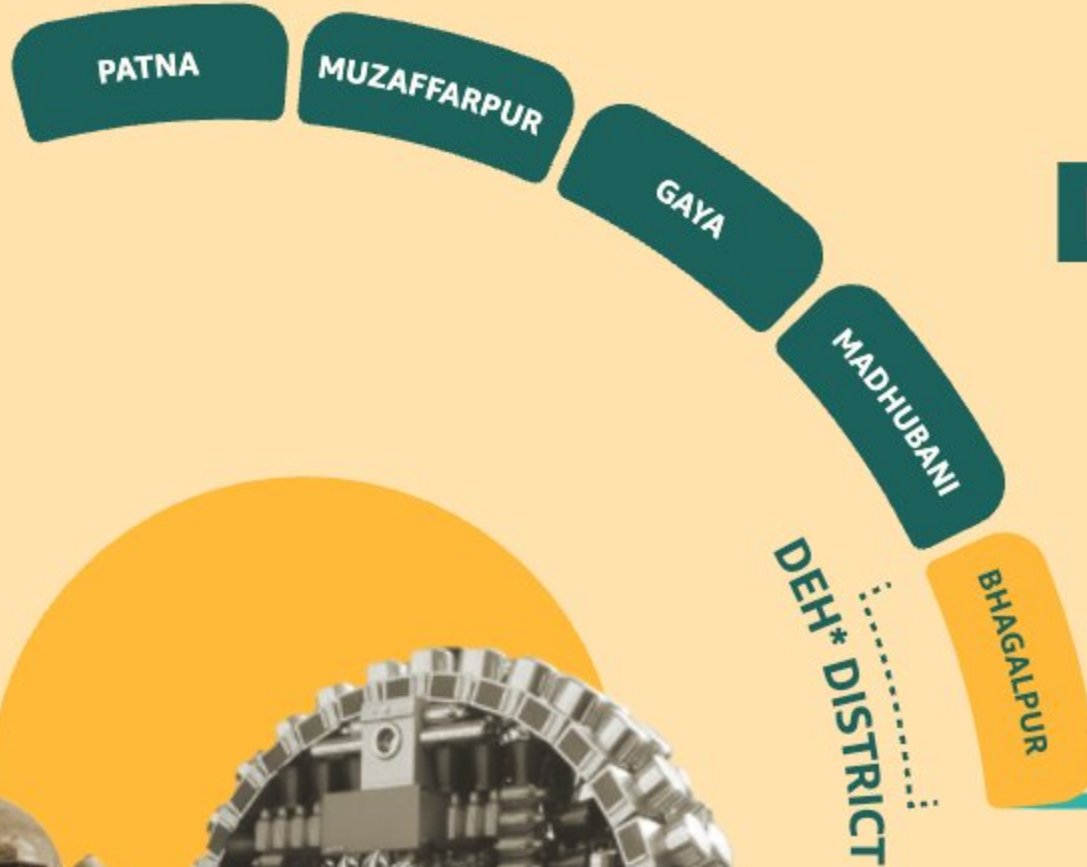


HEALTH & PERSONAL CARE



MAJOR APPLIANCES

TOP-SELLING PRODUCT CATEGORIES



CITIES WITH HIGHEST NUMBER OF EXPORTERS ON AMAZON GLOBAL SELLING

US CANADA MEXICO GERMANY AUSTRALIA



KEY MARKETS FOR EXPORTERS

All data is for Indian exporters on Amazon Global Selling in 2023.
*Union Territory

SELLER SUCCESS STORY

CARMEL ORGANICS

TAKING AYURVEDIC WELLNESS TO THE WORLD

Carmel Organics was born from the idea of providing modern consumers natural health and wellness products rooted in the centuries-old traditions of Ayurveda. Its herbs, spices, and superfoods are plant-based, preservative-free, and made to meet global quality standards. But when it came to global expansion, the brand faced regulatory hurdles at different stages.

With the support of trusted third-party experts in Amazon's SPN, Carmel Organics figured out relevant compliance and regulatory requirements, accounting, cataloging, and more. It leveraged Amazon Global Selling tools to seamlessly manage logistics, handle integrated listings, and fulfill orders through FBA. The brand also took the help of Amazon's recommendations tool to explore new product opportunities and gain data-backed consumer insights. With Amazon Brand Registry, Carmel Organics protected its brand from counterfeit.



Our product belongs to the health and personal care category, and hence the biggest challenge was understanding and getting regulatory product approvals in the destination country, Amazon's Service Provider Network (SPN) was very useful here.

Vijay Singh Anjana
CEO of Carmel Organics

"Amazon tools have been our guiding stone... Thanks to the end-to-end support, we achieved a remarkable 170%+ year-on-year growth rate over 4 years since launching on Amazon in 2019," said Anjana.

A journey that started with four or five products and a team of 14 employees has now evolved into a global brand with over 50 product types. "Initially, we used to do small air shipments through FBA. Now we are sending container-loads of products on ships. 100% of our orders are fulfilled by Amazon," Anjana explained.

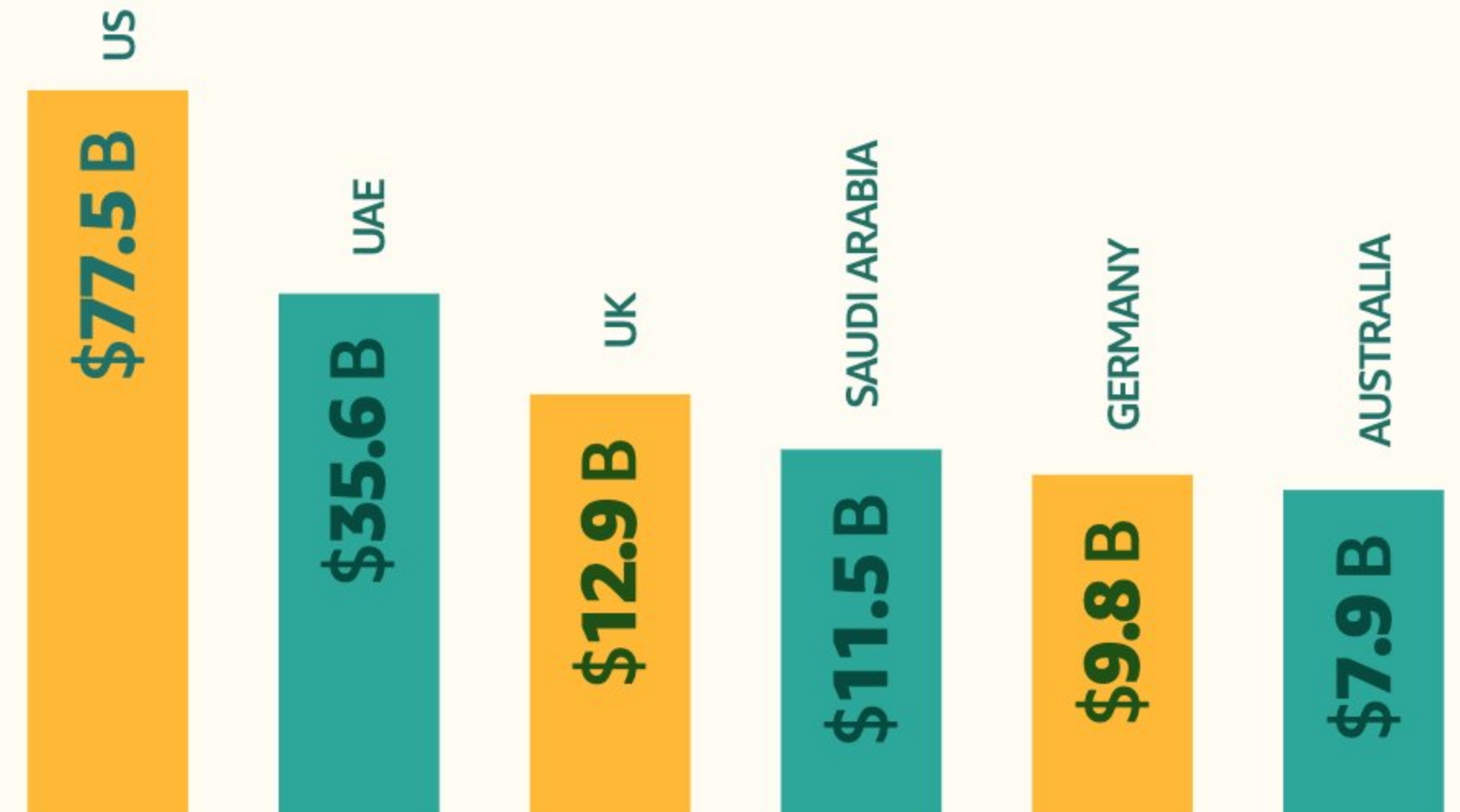


CARMEL ORGANICS IS A TRUE GLOBAL SUCCESS STORY.

SECTION 3

EXPANDING REACH: GLOBAL MARKET ACCESS

INDIA'S OVERALL EXPORTS TO DIFFERENT COUNTRIES (FY 2023-24)



External data from Export Import Data Bank. Ministry of Commerce and Industry. Government of India.
<https://tradestat.commerce.gov.in/eidb/ecntq.asp>

KEY AMAZON GLOBAL MARKETPLACES

AND THEIR TOP-SELLING PRODUCT CATEGORIES



NORTH AMERICA



MIDDLE-EAST



EUROPE



AUSTRALIA

All data is for Indian exporters on Amazon Global Selling in 2023.

SELLER SUCCESS STORY

CALIFORNIA DESIGN DEN

SPREADING SLEEP COMFORT GLOBALLY

California Design Den, a brand synonymous with high-quality and sustainable home textiles, was born from a passion for creating quality bedding that enhances the sleep experience. With a commitment to superior craftsmanship and eco-friendly practices, the brand offers a range of products, including sheets, pillowcases, and duvet covers.

The brand traces its origins to a family-run manufacturing business that was started two decades ago for retailers in the US and Canada. In 2017, founder Deepak Mehrotra took a bold step and launched the company's direct-to-consumer chapter, California Den Design, with a six-member e-commerce team.

\$100 M+

Sales across countries including Canada, Germany, the UK, Japan, and the UAE with a 35-member team for e-commerce alone.



California Design Den's journey to global markets was challenging at first. "While we had set up in the US, we did not know how to warehouse, fulfill, and reach customers," recalls Deepak. However, Amazon Global Selling provided the necessary support to overcome these obstacles.



We don't think we could have expanded without the help or guidance of the Global Selling team, especially with setting up FBA.

Deepak Mehrotra
Founder, California Design Den

The tools and support offered by Amazon Global Selling not only saved time but also reduced costs, allowing the brand to focus on expanding its product line and reaching new customers.

California Design Den's story exemplifies how a blend of quality, sustainability, and robust e-commerce export expansion can lead to global success.





SECTION 4

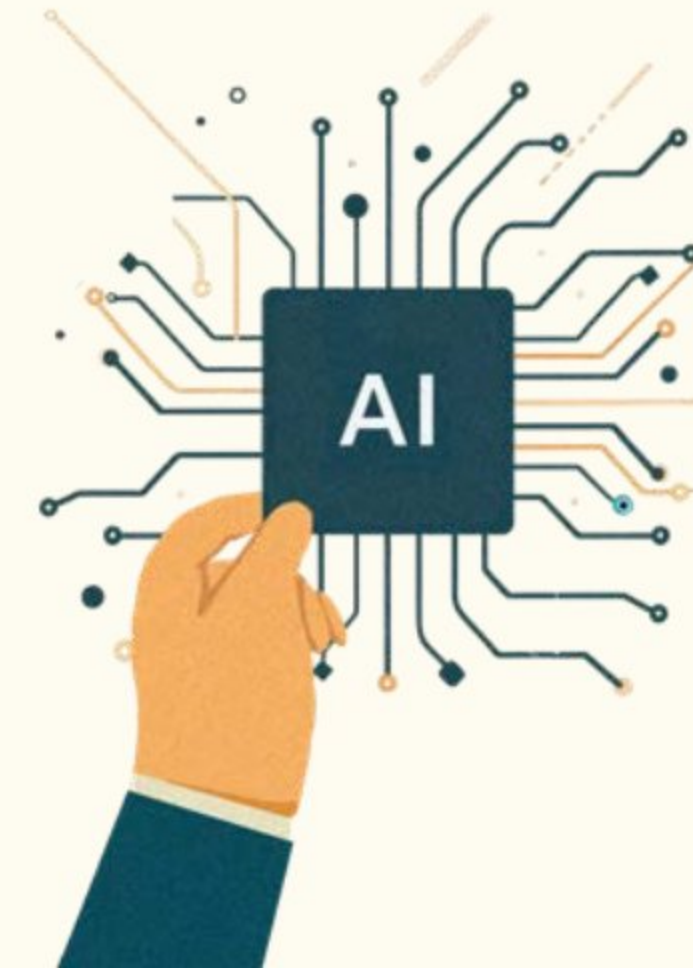
BEYOND ALGORITHMS: AI & ML AT AMAZON

Rajeev Rastogi, Vice President, Machine Learning, Amazon India, tells us how artificial intelligence and machine learning are shaping e-commerce — now and in future.



Q. How are generative artificial intelligence (AI) and machine learning (ML) transforming e-commerce? How have they evolved?

Across Amazon, we've been developing and deploying state-of-the-art AI and ML models to power customer experiences for decades. Today, our AI and ML models are working on behalf of hundreds of millions of Amazon customers around the world, providing tangible value by removing friction from supply chains, personalizing digital experiences, and making goods and services more accessible and affordable.



Q. Amazon is dedicatedly utilizing technology to simplify and enhance the seller and customer experiences. How has Amazon's culture of innovation driven its AI and ML initiatives?

Amazon has been using AI and ML for 25+ years, and it's deeply embedded in every business in which we operate. You can see it all over Amazon. If you look at the personal recommendations you see in our e-commerce business, those come from AI and ML; if you look at the paths that our associates use at our fulfillment centers to pick up items, those are based on AI and ML algorithms. These are just some examples of AI and ML application. We have thousands of engineers at Amazon committed to AI and ML, which is a big part of what we are and what we do daily to address our customers' needs.

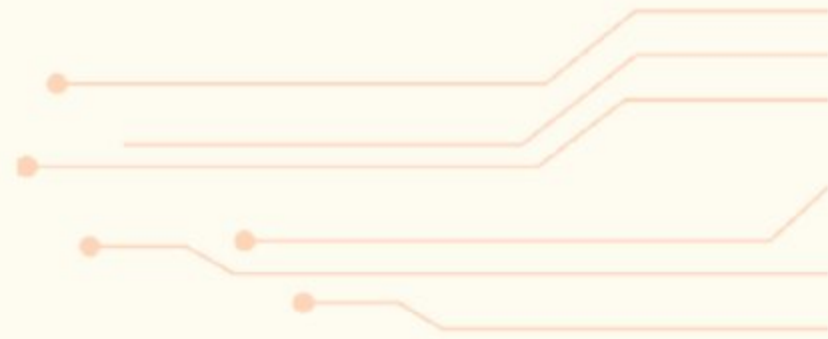
It also plays a big role in enhancing the overall customer experience. Customers have access to more complete, consistent, and engaging product listings, which empowers them to make confident purchase decisions. This underscores Amazon's unwavering dedication to staying at the forefront of technological advancements in order to continually improve the experience for both exporters and customers alike.

Q. | How is Amazon using AI to tailor and enhance the online shopping experience?

Personalization has long been a cornerstone of e-commerce, enabling retailers to cater to individual customer preferences. However, Amazon's AI and ML-powered personalization approach goes beyond mere product recommendations, delving into a deeper understanding of customer proficiency, and leveraging it to provide customers with an adaptive experience. This sophisticated approach not only enhances the customer experience but also drives business growth.



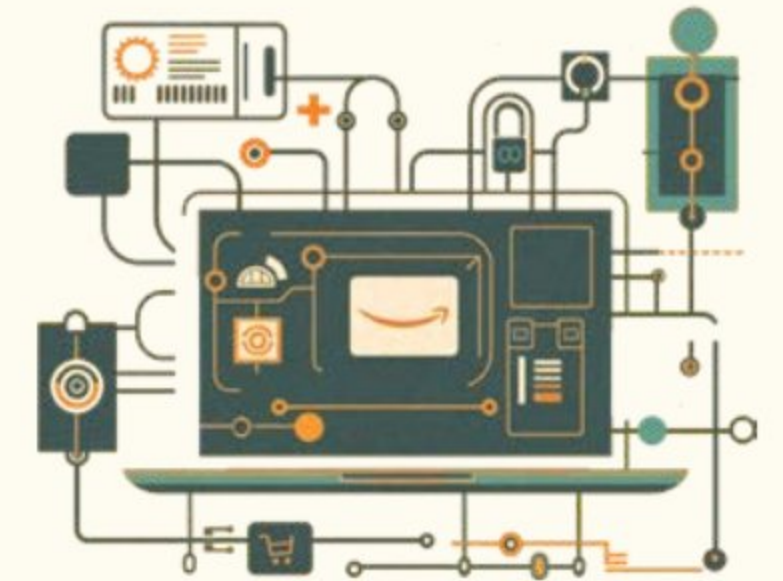
Amazon's AI and ML models leverage user session features such as browse patterns and search query frequency to predict customer proficiency. This proficiency signal then guides the ranking of widgets on the Amazon website or app. For instance, for customers with low proficiency, Amazon prioritizes onboarding tutorials and language options, easing their navigation and understanding of the Amazon global store. Conversely, for highly proficient customers, Amazon up-ranks ads, 'subscribe and save' offers, and other sign-up widgets, catering to their advanced needs and interests.



Q. | How does Amazon use AI to improve the customer review experience and ensure authenticity?

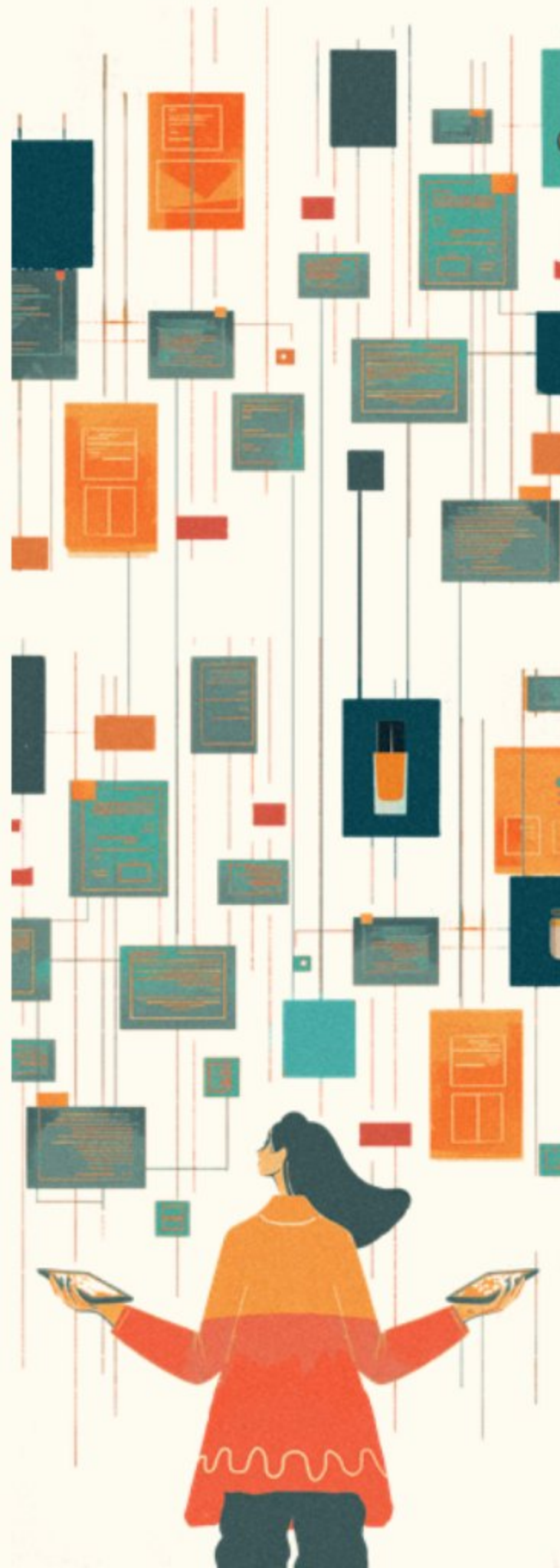
As we continuously improve the review experience, we're working to ensure customers continue to see the content and opinions that are most valuable to them. For instance, our new GenAI-powered product review highlights feature provides a brief summary on the product reviews section, highlighting key product features and frequently mentioned customer sentiments from reviews. This helps customers quickly determine if a product meets their needs. The GenAI review highlights feature also makes it easier for customers to find reviews mentioning specific attributes. For example, customers interested in ease of use can quickly find relevant reviews by tapping on that attribute in the review highlights.

Our community guidelines ensure that both our AI and ML models and human moderators maintain a safe and relevant review environment while allowing customers to express their opinions freely. This results in a richer, more trustworthy set of reviews. We welcome authentic reviews, whether positive or negative, but strictly prohibit fake reviews that mislead customers with biased or irrelevant information. We invest heavily in preventing fake reviews, using AI and ML models that analyze thousands of data points for signs of risk, such as account relationships, sign-in activity, and review history. Expert investigators also employ advanced fraud detection tools to stop fake reviews before they appear on Amazon. Our new GenAI review highlights use only verified purchase reviews, helping customers quickly understand the community's genuine opinions.



Q. | What other emerging technologies are shaping online shopping? How will they impact the future of e-commerce exports?

The future of e-commerce will be shaped massively by AI and ML. These technologies will help us in understanding consumer preferences better and predict consumer trends more accurately. This will enable us in bridging the gap between online and offline shopping experiences. In that sense, AI and ML integration in customer-to-brand interaction is a game changer. Consumers are increasingly starting to choose the ease and convenience of online shopping over other traditional factors, like competitive pricing, that used to affect consumer attention and retention. Optimizing AI and ML tools in e-commerce is crucial to deliver products and services that are personalized, easily accessible and, most importantly, make sense to the customer.





SELLER SUCCESS STORY

TOUCHSTONE

CRAFTING GLOBAL SUCCESS IN JEWELLERY



To build a global brand in a category replete with generic and non-proprietary products is no easy task. But Manoj Gupta and Archana Garodia Gupta did just that with Touchstone — with a little help from Amazon Global Selling.

The duo founded Touchstone to elevate Indian fashion jewellery to a place of pride among global customers. With a portfolio of over 100 beautifully crafted products, the Noida-based brand went live on Amazon US in 2016. It has not looked back since.

Amazon Global Selling tools are excellent for exporters. Without Amazon FBA, we could not have achieved the success we did.

Manoj Gupta,
Director, Touchstone

With Amazon handling order pickup, shipping, and delivery, Touchstone had the freedom to do what it does the best — delight its customers with beautifully crafted Indian fashion jewellery.

The brand now aims to expand to newer marketplaces and product categories on Amazon Global Selling.



SECTION 5

TECH INNOVATION: DRIVING SELLER SUCCESS

Our technology solutions and programs are tailored to empower exporters at every step of their export journey.



Businesses prosper when they harness technology. Amazon is putting technology to work to simplify e-commerce exports end to end for India's MSMEs and D2C startups, positioning them for success in international markets and setting them on an accelerated growth trajectory.

To build a global brand, sellers simply need to register on Amazon Global Selling through Seller Central, list their products, and start selling to Amazon's ready customer base of hundreds of millions of customers across 18+ marketplaces. Amazon provides guidance and support at every step of the journey, from identifying the right products and markets to gaining customer insights, product customization, demand forecasting, and resources for advertising, marketing, and more.

Amazon is also simplifying complex aspects of trade such as compliance, shipping, and payments. Our one-stop dashboard, Amazon Exports Compliance Dashboard, offers guidance on regulatory requirements across five key areas — export registration, product, taxation, shipping, and payment reconciliation. Amazon's advanced logistics solutions make it easy for sellers to ship and deliver their products to customers worldwide in a hassle-free and cost-effective manner. Sellers can choose from two fulfillment channels: Fulfillment by Amazon (FBA), where Amazon picks, packs, and ships orders, or Merchant Fulfilled Network (MFN), which enables them to ship directly to customers. FBA sellers can use our cross-border shipping solution Amazon Global Selling SEND to ship their products from India to Amazon fulfillment centers globally.

Amazon offers a 90-day launch program and incentives like bonuses and advertising credits to help new sellers get started on the right foot. Additionally, they can connect with Amazon's trusted Service Provider Network (SPN) for assistance with photography, catalog, advertising, and more.

Amazon is also leveraging generative AI capabilities to help sellers create high-quality product pages, including product titles, descriptions, and additional attributes.⁶ These tools help sellers improve efficiency, save costs by automating time-consuming tasks, expand across marketplaces, and increase sales.

Amazon Global Selling goes beyond the storefront — enabling India's MSMEs and D2C brands to build and scale globally recognized brands. With Amazon's Propel Global Business Accelerator — now in its fourth season — Indian startups and entrepreneurs stand to get mentorship, financial benefits, and comprehensive support for global launch and expansion.

**Amazon thinks
big about small
businesses.**



SELLER SUCCESS STORY

GURUNANDA

A GROWTH STORY

Some journeys begin small, as GuruNanda's did in 2014, with a specialization in aromatherapy. Then they evolve and grow, as GuruNanda did on Amazon Global Selling.

Founded by Puneet Nanda as a brand selling of Coconut Oil Pulling and Teeth Whitening Strips, GuruNanda is today a globally recognized personal care and wellness brand bridging Eastern traditions with Western science.

Partnering with the Amazon Global Selling team has truly been a stroke of luck for us. Their support has been invaluable — from listing to brand protection against counterfeit to optimizing inventory, Amazon Global Selling has propelled our business to new heights

Puneet Nanda
Founder, GuruNanda



Since launching on Amazon Global Selling, GuruNanda has experienced remarkable success. The brand recorded significant year-on-year growth and expanded its product range and market presence. In a short span, GuruNanda has grown from selling a few products to a diverse range of offerings, reaching customers in major markets like the USA, Canada, and the UK.

GuruNanda was also among the top brands that witnessed significant growth during the Black Friday and Cyber Monday (BFCM) sale in 2023. "The Amazon team leveraged their expertise to secure exclusive deals and Prime discounts for our products, elevating our brand's visibility and attracting a wider audience," says Puneet.

GuruNanda's story exemplifies how a blend of tradition and innovation, supported by robust e-commerce export programs, can lead to phenomenal success.



AMAZON GLOBAL SELLING: HELPING INDIAN EXPORTERS SUCCEED GLOBALLY

Technology-led solutions and support to empower exporters along their export journey.



1

GETTING READY TO SELL

- Easy **registration** through Seller Central and listings guidance to help exporters start exporting.
- Documentation guidance with **Export Navigator**, a one-stop dashboard on regulatory requirements across five areas—export registration, product, taxation, shipping, and payment reconciliation.



2

CHOOSING A LOGISTICS SERVICE

- **Fulfillment by Amazon (FBA):** Enables sellers to store their products in Amazon fulfillment centers (FCs) while we pick, pack, ship orders, and provide customer service.
- **Amazon Global Selling SEND:** Cross-border shipping solution that supports FBA sellers to ship their inventory from India to global FCs.
- **Merchant Fulfilled Network (MFN):** Enables sellers to sell products on Amazon marketplaces while shipping directly to buyers using their own logistics service or through Buy Shipping, i.e. Amazon's logistics solution where seller can purchase shipping labels.

3

SETTING UP FOR SUCCESS

- **A 90-day program** comprising resources such as Brand Registry, A+ Content, Advertising, etc., to help newly launched exporters.
- **New Seller Incentives** including bonus on branded sales, credits for advertising, discounted Prime shipping, storage, returns with FBA, etc.

4

MANAGING AND GROWING A GLOBAL BUSINESS

- **Service Provider Network (SPN)** consisting of 750+ trusted third-party service providers to assist sellers with product photography, catalog updates, advertising, enhancing product visibility, sales, and more.
- **Self-help tools** that provide recommendations on increasing sales and traffic; a demand insights tool to help exporters generate new products and offer ideas.
- **Ad support** to help sellers offer deals, coupons, and exciting promotions to attract more customers and increase conversion.

AMAZON GLOBAL SELLING SEND: HASSLE-FREE CROSS-BORDER SHIPPING FOR FBA SELLERS

amazon global selling
SEND 



Hassle-free and timely shipping and order fulfillment are key to keeping customers happy and encouraging repeat business. To help Indian businesses leverage e-commerce exports and sell globally, Amazon has launched Amazon Global Selling SEND, a cross-border shipping solution integrated within Amazon Seller Central. This service helps Fulfillment by Amazon (FBA) sellers ship their products from anywhere in India to Amazon fulfillment centers (FCs) worldwide in a streamlined and cost-effective manner.

SEND enables sellers to launch in global marketplaces faster and experiment more frequently with diverse selection without tying up large amounts of working capital. It also aids in faster inventory replenishment to help meet customer demand. Sellers don't need to shop for logistics providers. They can book, ship, and track shipping services directly from their Amazon Seller Central dashboard and set up automatic payments via their disbursement account.

Some of the key benefits of Amazon Global Selling SEND are:

- **Amazon-facilitated shipping:**
We offer simplified logistics within Seller Central. Sellers don't have to create additional accounts with carriers, undergo KYC checks, to use SEND.
- **End-to-end support:**
SEND-partnered carriers are commercially cleared and handle customs clearance on sellers' behalf, at both the origin and the destination.
- **Competitive rates:**
Amazon has a dedicated cross-border logistics program that allows exporters to ship hassle-free at competitive rates. Payments for logistics services are also made seamless with auto-pay via Seller Central.

- **Convenient doorstep pickup:**
Sellers can hand over their shipments to the carrier at their own doorstep. From there, the SEND partnered carrier handles the entire shipping process until delivery at the FC.
- **End-to-end tracking:**
Sellers can conveniently track their shipment status directly on Seller Central.

Amazon Global Selling SEND has been developed with the vision of simplifying logistics for e-commerce exports, providing global sellers with a paperless and hassle-free experience. SEND is available for sellers on Amazon Global Selling to ship across 18 worldwide lanes (including 16 air and 4 ocean modes), with major origins in Southeast Asia shipping into Europe and North America.



WE SUPPORT SHIPPING FROM **10** COUNTRIES



WE DELIVER TO **7** STORES



DANA NINO

Vice President, UPS®
Digital Access Program



India represents a dynamic and rapidly expanding market, presenting significant opportunities for small and medium-sized enterprises seeking global expansion. Despite these opportunities, complexities of international trade can pose considerable challenges. To address this, UPS and Amazon Global Selling SEND have collaborated to offer businesses the essential tools for efficient and cost-effective global growth. Our integrated logistics solutions ensure streamlined processes, expedited deliveries, and seamless end-to-end management of the shipping process, from order fulfillment to delivery. This strategic approach minimizes operational hurdles, empowering businesses to confidently navigate cross-border trade and excel in the competitive global marketplace.

SS SHYAM

Executive Director,
POTA Global Logistics India Pvt. Ltd.



Amazon Global Selling SEND and POTA Global Logistics are working together to offer hassle-free communication and shipping services to FBA sellers. Through our collaboration, we have been able to optimize shipping processes, reduce costs, and enhance delivery accuracy and speed to Amazon fulfillment centers, opening up new opportunities for Indian exporters.

SELLER SUCCESS STORY

GLAMBURG

WEAVING SUCCESS WITH HOME TEXTILES

Glamburg, a premium towel brand from Mumbai, is the brainchild of Sorabh and Ruchika Agarwal. Founded under the umbrella of Mahi Exports, Glamburg focuses on quality and customer satisfaction. After achieving success in the domestic market, the company decided to tap global markets in 2017, primarily the USA and Canada, and later the UK, and Australia.

However, expanding globally presented challenges.



“Navigating international logistics and compliance was overwhelming,” recalls Ruchika.

Amazon Global Selling played a key role in overcoming these challenges. “Amazon Global Selling SEND helps us save costs and handles all documentation on our behalf. Other tools, like the FBA dashboard, have been useful in figuring out aging inventory and replenishment,” says Sorabh.

With Amazon's tools, Glamburg has streamlined operations, saved time, and managed logistics efficiently. Tools like Shipping Settings Automation (SSA) have helped Glamburg automate shipping settings, saving time and ensuring accuracy. The team is also exploring other self-help tools available to Amazon sellers to explore new opportunities for brand building and business growth on the Amazon global stores.



Since launching on Amazon Global Selling, Glamburg has seen consistent 15-20% year-on-year growth. From a team of 15-20 members, the company has now grown into a 250-member strong organization, with dedicated teams to manage key aspects of e-commerce exports like production, warehousing, logistics, sales, and marketing.



With Amazon's support, Glamburg is confident in sustaining growth and establishing itself as a leading global brand. Glamburg's story exemplifies how traditional, family-run businesses can harness e-commerce exports to achieve unprecedented global success.



PROPEL GLOBAL BUSINESS ACCELERATOR: A LAUNCHPAD TO INTERNATIONAL SUCCESS

Indian startups are dreaming big and Amazon's Propel Global Business Accelerator is helping turn their dreams into reality. The program empowers Indian entrepreneurs and D2C startups to think exports-first and build successful global brands.

The accelerator sits at the intersection of three key areas — startups, exports and technology adoption — all important for India as a country.

The program provides shortlisted startups access to 1:1 mentorship, workshop sessions with industry leaders, and a demo-day where participants pitch their business propositions to leading VC firms.

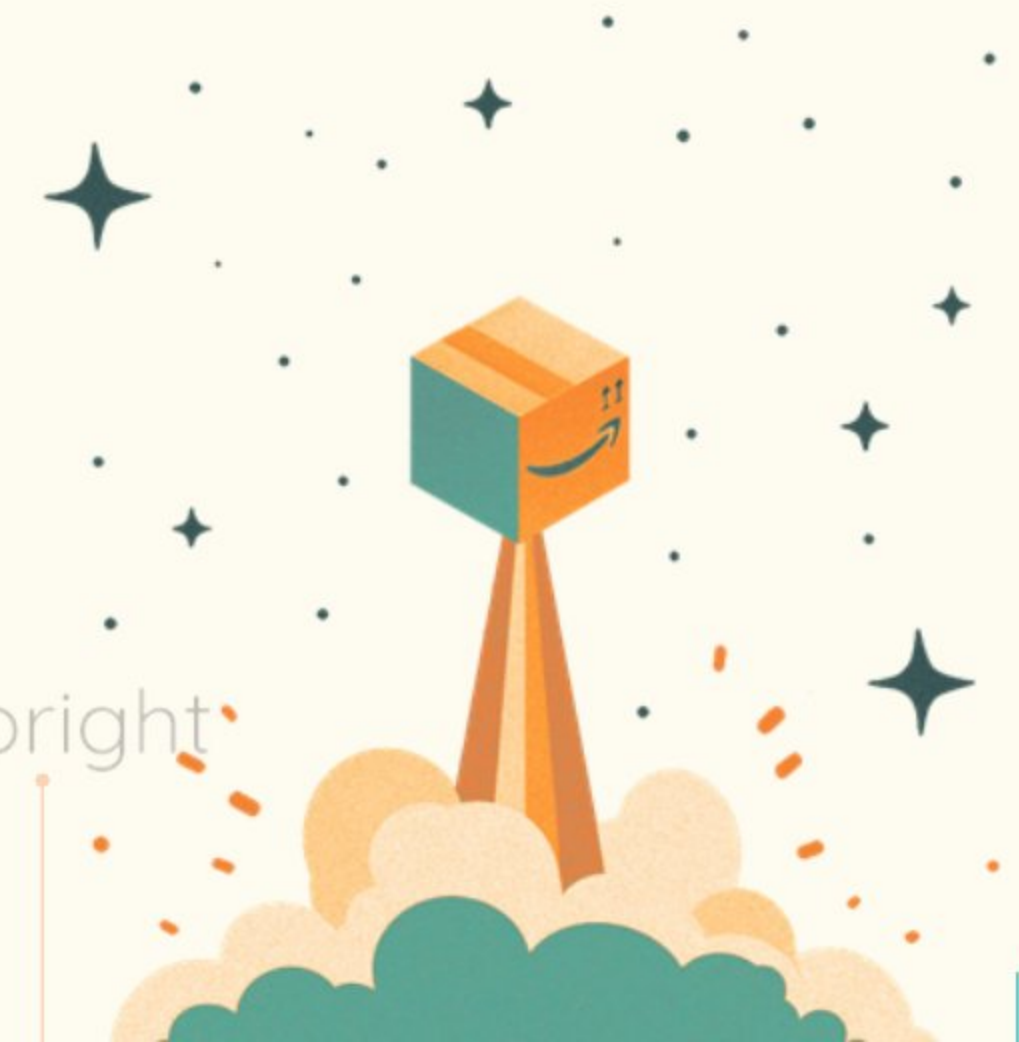
Since its inception in 2021, Propel has enabled 150+ consumer product startups⁷ from different parts of India to make their debut in global markets, with many of them witnessing strong and consistent business growth. Previous participants include well-known brands like Giva, Mokobara, Open Secret, Minimalist, Sirona, and Perfora.

 Butterfly EduFields
bridging the learning divide...

Minimalist

SIRONA

ecoright



PROPEL SUCCESS STORY

perfora®

TUSHAR KHURANA

Co-founder, Perfora,
a winner of Propel Accelerator Season 3

Participating in Propel Season 3 helped us expedite our market launch, connect with the right peers to learn from their experiences, and engage with VC firms and other industry leaders to gain relevant insights. The Amazon team supported us from set up to launch and the program has played the role of a catalyst for our global ambitions.



The fourth season of Propel is currently underway, offering participating startups a chance to win total rewards worth over \$1.5 million (including AWS Activate credits, six months of free logistics and account management support). The top 3 winners will receive a combined \$100,000 grant from Amazon.⁸ Participants will also have the opportunity to connect with Indian revenue-based financing firms such as Klub, Velocity, and GetVantage.

The top 250 applicants will join a two-month bootcamp where they will receive marketplace insights as well as compliance and logistics support to launch in global markets.

50 applicants will be shortlisted and inducted into the program. This cohort will receive account management support from Amazon, including guidance on identifying key products and categories, inventory planning, digital marketing, preparing for global sale events, and more.⁹

Season 4 is backed by leading venture capital (VC) firms such as Peak XV Partners, Fireside Ventures, DSG Consumer Partners, Accel, V3 Ventures, Amazon Smbhav Venture Fund, and Elevation Capital.





SECTION 6

INDIA'S EXPORT ENABLEMENT INITIATIVES: KEY GOVERNMENT POLICIES AND SCHEMES

FOREIGN TRADE POLICY 2023

The Foreign Trade Policy (FTP)¹⁰ recognizes the potential of India's sunrise sector, e-commerce exports, and aims to develop and support the industry. Key provisions include:

- Setting up dedicated e-commerce export hubs with warehousing facility for easy storage, customs clearance, returns processing, labeling, testing, and repackaging.
- Special outreach, handholding, and capacity-building initiatives to promote e-commerce exports among the exporter community.
- Extension of all FTP¹¹ benefits to e-commerce exporters.
- Increase in value of exports through the courier mode to INR 10 lakh (from INR 5 lakh).
- Implementation of the Districts as Export Hubs (DEH) initiative aimed at turning every Indian district into a specialized export hub.





KEY EXPORT SCHEMES

FINANCIAL ASSISTANCE UNDER MARKET ACCESS INITIATIVE (MAI)

An export promotion scheme¹² that aims to strengthen India's exports on a sustained basis.

- Under FTP 2023, exporters operating through E-commerce Export Hubs can avail financial assistance for e-commerce export promotion projects.
- Support includes marketing, capacity building, and digital services such as imaging, cataloging, and video creation.

REMISSION OF DUTIES AND TAXES ON EXPORT PRODUCTS (RODTEP) SCHEME

An exports scheme that offsets the taxes and duties incurred by exporters.

- Grants Indian exporters refunds for all concealed central, state, and local duties, taxes, and levies on exported goods.
- Taxes and duties, including Value Added Tax (VAT), Coal tax, Central Excise Duty (CED), Mandi tax, and others, are eligible for full reimbursement.
- Extends to all industrial sectors in India.¹³
- Extends to products exported through courier via e-commerce.

DISTRICTS AS EXPORT HUBS (DEH) INITIATIVE

A GOI initiative to transform Indian districts into specialized export hubs.

- Aims to provide export opportunities to MSMEs, farmers, and small industries and encourage their participation in international trade.
- Aims to attract investment in the district to boost manufacturing and exports.
- Prioritizes upgrading and modernizing export-related infrastructure, such as transportation facilities, ports, and export logistics networks, to facilitate smooth export operations.
- Provides an environment to promote innovation and technological advancements within the district.
- Calls for the creation of District Export Promotion Committees (DEPCs) to leverage districts' strengths, steer export-oriented initiatives, and identify gaps to be addressed by the concerned state or central departments.¹⁴

OTHER INITIATIVES FOR PROMOTING EXPORT COMPETITIVENESS:

- One District One Product
- Startup India
- National Single Window System
- PM Gati Shakti: National Master Plan for Multi-modal Connectivity

TECH INITIATIVES AND TOOLS

BY THE GOVERNMENT OF INDIA

SIMPLIFYING LOGISTICS AND COMPLIANCE



DIGITAL CERTIFICATE OF ORIGIN (COO)

The DGFT's Common Digital Platform provides single-point access for issuance of Certificates of Origin (COO).

- A Certificate of Origin (COO) certifies that the products being exported have been manufactured and processed in that particular country.
- The DGFT platform enables exporters to access COOs through a secure, electronic, and paperless process.

ELECTRONIC BANK REALIZATION CERTIFICATE (EBRC)

A DGFT initiative to promote paperless trade.¹⁵

- A Bank Realization Certificate (BRC) serves as proof of payment and export, and can be used by exporters to claim benefits of various schemes.
- With the DGFT's eBRC system, exporters can self-certify and generate electronic Bank Realization Certificates against one or multiple inward remittances from the bank.

DAK GHAR NIRYAT KENDRA (DNK)

An initiative by the Department of Posts and the Central Board of Indirect Taxes and Customs.

- Utilizes 28 Foreign Post Offices (FPOs) as hubs and 1.54 lakh post offices as spokes to facilitate cross-border e-commerce export and empower MSMEs from rural areas.
- India Post offers services like International Speed Post, International Air Parcels, and International Tracked Packet Solution, serving 200+ countries across the world.¹⁶

INDIAN CUSTOMS ELECTRONIC GATEWAY (ICEGATE)

The national portal of the Indian Customs of Central Board of Indirect Taxes and Customs (CBIC) that provides e-filing services to Indian exporters.¹⁷

- Services offered by ICEGATE include e-filing of bill of entry and shipping bills, online payment of customs duty, registration of intellectual property rights (IPR), and end-to-end electronic IGST refund, among others.
- ICEGATE is internally linked with multiple agencies including the RBI, banks, the DGFT, and various other government agencies involved in international trade to enable faster customs clearance.¹⁸
- Traders can also use the custom duty calculator tool on ICEGATE to calculate customs duty on imported or exported goods.

SIMPLIFYING PAYMENTS

E-FIRC:

- The Foreign Inward Remittance Certificate (FIRC) serves as a proof of foreign currency payment that a business has received.
- To generate an FIRC, you can either submit an application to your bank or download the FIRC from dashboards of third-party payment service providers.

ONLINE PAYMENTS RECONCILIATION:

- Payment reconciliation is the process of verifying transaction records to ensure consistency with financial statements and accounting books.
- Banking systems for online payment reconciliation: Trade Online by ICICI, Digitrade by HSBC, and others.



KEY RESOURCES FOR EXPORTERS

- **E-Commerce Exports Handbook for MSMEs:** A comprehensive introduction to cross-border e-commerce, and its benefits and opportunities for new entrepreneurs and exporters.
- **RBI Master Circular:** A consolidated document with information on existing instructions on export of goods and services from India.
- **ICEGATE:** The official portal of the Indian Customs of Central Board of Indirect Taxes and Customs (CBIC) for e-filing services.
- **DGFT Common Digital Platform:** A single access point for Certificates of Origin (COO), launched to facilitate trade and increase Free Trade Agreement (FTA) utilization by exporters.
- **Trade Dashboard:** Provides detailed analytical data on exports, imports, and balance of trade of India.
- **India Trade Portal:** Provides trade information on product-wise countries tariff, rules of origin, market access requirements, export-import policy, and more.



SECTION 7

INSIDE AMAZON SALE EVENTS

From New Year's to BFCM, Indian exporters delight customers in international sales all year round.

The festive season runs throughout the year for Indian exporters on Amazon Global Selling. The year begins on a high with New Year's celebrations and Valentine's Day. Then, from Easter to Ramadan to the much-awaited Amazon Prime Day in July, every month offers exporters a chance to showcase their unique 'Made in India' products and delight international customers.

The festive sale fervor reaches its peak with the Black Friday and Cyber Monday (BFCM) shopping extravaganza, observed right after Thanksgiving to the following Monday in the US. In recent years, with the rapid rise of e-commerce, the BFCM sale has evolved into a global retail phenomenon, kickstarting the year-end holiday shopping season. Hundreds of millions of Amazon customers worldwide discover and shop a wide range of Indian-made products at irresistible discounts and promotions during the period.

In 2023, Indian exporters on Amazon Global Selling recorded more than 80% business growth compared to business as usual during the BFCM sale held globally between November 17-27, and over 25% growth compared to the same period in 2022. Exporters from tier-2 and tier-3 cities witnessed strong year-on-year growth during this period — Karur (over 100% YoY), Junagadh (nearly 100% YoY), Erode (over 50% YoY), and Jaipur (over 30% YoY).

Coming right after the festive season in India, BFCM has become a powerful accelerator of global success for Indian exporters, with customers across North America, Europe, and the Middle East driving the highest sales. In 2023, the highest growth was seen in categories like health and personal care (50% YoY), beauty (80% YoY), grocery (30% YoY), kitchen (30% YoY), and home (30% YoY).

All this before the shoppers get to Christmas and New Year's!



ALWAYS IN SEASON

AMAZON'S YEAR-ROUND SHOPPING FIESTA



JANUARY

- NEW YEAR / HOLIDAY SEASON



FEBRUARY

- VALENTINE'S DAY



MARCH

- EASTER



APRIL

- RAMADAN



MAY

- MOTHER'S DAY



JUNE

- FATHER'S DAY



JULY

- PRIME DAY



AUGUST

- BACK TO SCHOOL



SEPTEMBER

- AUTUMN DEALS
- FALL SALE



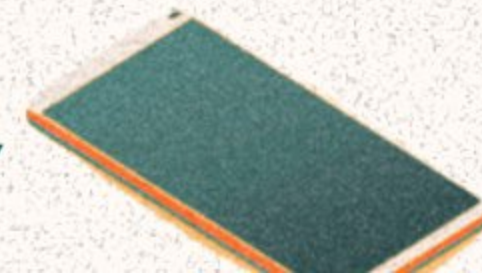
OCTOBER

- HALLOWEEN



NOVEMBER

- BLACK FRIDAY
- CYBER MONDAY




DECEMBER

- CHRISTMAS



TOP-SELLING BRANDS

BEDSHEET & TOWEL SETS

Lane Linen | 

TOYS

 Skillmatics

BEDSHEET SETS

 CALIFORNIA DESIGN DEN

ROBOTS

 MIKO

TOWELS

 GLAMBURG

80%+

BUSINESS GROWTH RECORDED ON AMAZON GLOBAL MARKETPLACES™ BY EXPORTERS

SELLER SUCCESS STORY

HEMANTH PISHARODY
SALES HEAD, HOMESPUN GLOBAL

BFCM is the most exciting event of the year for exporters during the holiday season. Our Lane Linen brand registered 8X sales vs normal during the event. Given the longer sale window in BFCM 2023, we were able to serve more customers than the year before! Waiting for 2024 BFCM to happen!

HIGHLIGHTS FROM BFCM 2023

AMAZON MARKETPLACE BUZZ

TOP-GROWING BRANDS

 Guru Nanda

ORAL CARE PRODUCTS

 müller

KITCHEN PRODUCTS

 Impact Marketplace

APPAREL SETS

 THREADMILL
EST. 2011

SHEETS, PILLOWCASE SETS

 Himalaya HERBALS

VITAMIN AND MINERAL SUPPLEMENTS & ORAL CARE

BEAUTY

HEALTH AND PERSONAL CARE

GROCERY

KITCHEN

FURNITURE



EMERGING HIGH-GROWTH CATEGORIES

PRIME PICKS

PRIME DAY 2023: TOP MARKETPLACES AND CUSTOMER FAVORITES

During the Amazon Prime Day event held globally on July 11-12, 2023, Indian exporters on Amazon Global Selling saw nearly 70% growth YoY.

The highest growth was seen in categories like home, toys, kitchen, and beauty



MADHUR SINGHAL FOUNDER, LINENWALAS

Prime Day 2023 proved to be our best-ever event, we saw over 100% YoY growth and achieved a 6X increase compared to our normal business operations. Our success is a result of advanced planning for strategic product launches, active participation in deals, scaling up our marketing efforts, and ensuring meticulous inventory management.

70%
GROWTH YOY²⁰

BHARAT GULIA FOUNDER, EINSTEIN BOX

We saw 5X growth compared to Prime Day last year. Since 2021, we have been successfully selling Early Learning and Science Kits on Amazon.com, receiving lots of customer love and trust. The demand from global markets is indeed huge, and thanks to Amazon Global Selling, we have been able to significantly scale our business. The success we've achieved in global markets not only fills us with pride as an Indian manufacturer but also enables us to create employment opportunities and make a positive impact.

US, UK, and the Middle East continued to drive business growth for Indian exporters during Prime Day 2023

SELLER SUCCESS STORIES



THE RISE OF WOMEN ENTREPRENEURS IN E-COMMERCE EXPORTS

Women-led startups and MSMEs are at the forefront of India's growing e-commerce export landscape. According to the Department for Promotion of Industry and Internal Trade (DPIIT), the number of women-led startups in key D2C sectors — personal and home care, food and beverages, and fashion — has soared by over 2700%, from 130 in 2017 to 3,644 in May 2023, with women-led brands now constituting approximately 52% of all startups in these sectors. E-commerce exports is further facilitating this growth by enabling women to sell on online marketplaces from their homes, overcoming barriers that previously made B2B exports inaccessible to women in small towns and cities.



SELLER SUCCESS STORY

SVA ORGANICS

ELEVATING NATURAL WELLNESS GLOBALLY

Parisha Goenka turned her deep passion for natural wellness and the botanical properties of plants into a business with SVA Organics, a health and personal care brand that aims to make natural products accessible to everyone worldwide.

SVA Organics offers a wide range of essential oils, carrier oils, and other natural products, all meticulously sourced and distilled to preserve their purity and potency. The brand works closely with farmers globally to secure the finest botanical materials, ensuring that their products are both nourishing and sustainable.

For SVA Organics, global expansion presented multiple challenges, including navigating the regulatory landscape and establishing reliable supply chains.



Ensuring our products meet all safety and labeling standards took meticulous planning. Adapting our marketing and communications to cultural nuances was also crucial.

Parisha Goenka
Founder, SVA Organics

SVA Organics launched on Amazon Global Selling in 2018 with a small team and a few products. Since then, the brand has achieved over 15% year-on-year growth and expanded to over 50 SKUs.

"Amazon's Service Provider Network (SPN) was invaluable in helping us with customs, logistics, and localized marketing," Goenka said. "The Export Navigator has saved us significant time and resources by centralizing all the regulatory information we needed to sell in different markets. This has kept us compliant and avoided costly delays. FBA helped us optimize our logistics and inventory management, and allowed us to offer fast, reliable delivery to customers."



SVA Organics plans to leverage Amazon's products and tools to continue expanding its international footprint. "By executing these strategic practices, we are confident that we can sustain and improve our current year-over-year growth trajectory and position our brand as a leading global player on Amazon," Goenka said.

SELLER SUCCESS STORY

SHUMEE

REINVENTING THE JOY OF PLAY

In 2012, Meeta Sharma Gupta found herself navigating a familiar challenge many parents face today. Returning to India from the USA, she searched everywhere for toys that would nurture her child's imagination and creativity. Yet, all she found were shelves stocked with plastic and electronic gadgets. Frustrated but not one to settle, Meeta saw an opportunity to make a difference. In 2014, she founded Shumee Toys, a design-first, scientifically advanced company, dedicated to bringing back the joy of simple, durable playthings. At Shumee, the belief in the transformative power of play lies at the center of the brand's vision. The focus is on creating safe, long-lasting toys that spark imagination and creativity.



Starting as a solo founder, Meeta faced the daunting task of building a brand from scratch in a competitive market. As a woman entrepreneur, she encountered the added difficulty of being underestimated by her male counterparts. But Meeta was determined to overcome these obstacles, not just for herself but for other women who might follow in her footsteps.

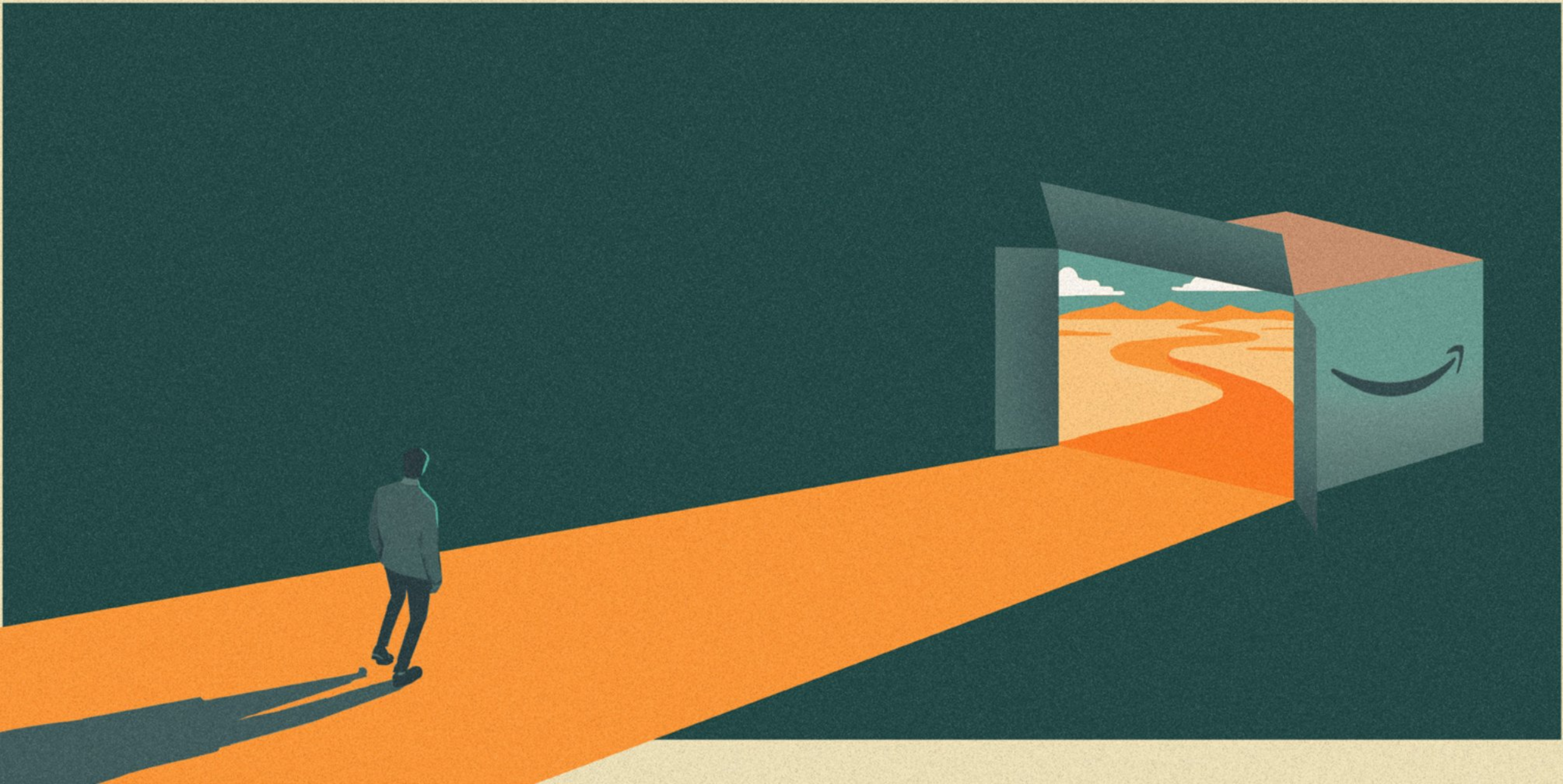
Navigating global expansion was another challenge for Shumee. However, with the active support of the Amazon Global Selling team, Meeta expanded Shumee's reach beyond India. Today, Shumee is a successful global brand with over 5 lakh customers across India, the US, and the UAE.

Shumee is a testament to the power of women coming together, supporting each other, and driving success.

Meeta's journey with Shumee is a powerful reminder that with determination, support, and a clear vision, the sky is the limit for what we can achieve.



SHUMEE HAS A
95%
WOMEN WORKFORCE



SECTION 8

E-COMMERCE EXPORTS: OPENING UP A WORLD OF OPPORTUNITIES

The winds of change are sweeping through global trade. Today, consumers worldwide are meeting their shopping needs online. With advancements in technology and the growth of e-commerce exports, opportunities have opened up for India's artisanal producers, MSMEs, and D2C startups.

This new paradigm is emerging even as the Indian economy ascends, triggering export-led growth.

Deeper penetration of 5G internet, easier access to working capital for MSMEs, flexible logistics models, and other provisions are rapidly changing India's e-commerce exports landscape.

It's a seismic shift—and an incredible opportunity.

Amazon Global Selling is empowering Indian exporters to seize this moment. Through investments in technology, hassle-free tools, a network of service providers, and many more enabling initiatives, Amazon enables Indian exporters to take their 'Made in India' products to the world and build global brands.

To build on this momentum, Amazon is partnering with the Government of India, state governments, trade organizations, export promotion councils, and service providers. The aim is to create an environment for e-commerce exports, enabling artisans and MSMEs across India to climb the global value chain and reach millions of customers worldwide.

Some of Amazon's key enablement events, initiatives, and partnerships:

- **MoU with the Directorate General of Foreign Trade (DGFT)** to co-create capacity building sessions, training, and workshops for MSMEs across 75 districts identified under the Districts as Export Hubs initiative.

- **MoU with India Post** to simplify cross-border logistics for MSME exporters. This initiative allows D2C brands to leverage Amazon's logistics for fulfilling orders from various sales channels, including their own websites. It enables exporters on Amazon Global Selling to book, label, and pay for shipments via Seller Central and drop them at over 100 Dak Niryat Kendras across India for export.

- **MoUs with the Entrepreneurship Development Institute of India (EDII) and Cottage and Rural Industries Department, Government of Gujarat, and the West Bengal Industrial Development Corporation (WBIDC)** to promote e-commerce exports from these states.

Amazon Global Selling also organizes national and regional events to spread awareness and train Indian MSMEs on adoption of e-commerce exports.

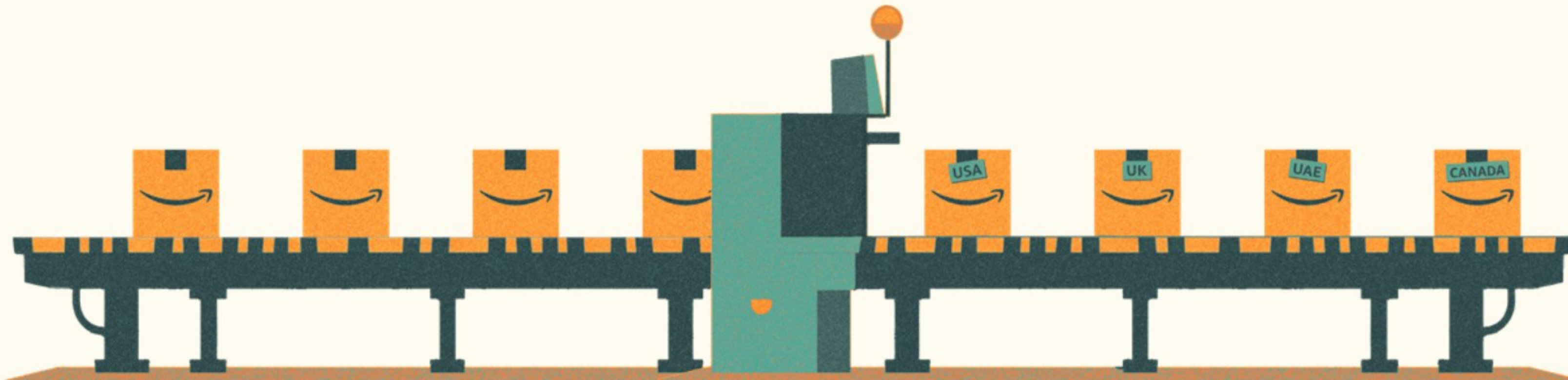
- **Export Connect 2024:**

In February 2024, we hosted our second annual Export Connect summit in New Delhi. The event featured 25+ sessions by Amazon leaders and external experts, including a keynote by Shri KV Tirumala, Joint Director of the DGFT. Exporters gained insights on e-commerce export opportunities, received support at an Export Café, and connected with our SPN partners. The event attracted 8,500 attendees, with 1,400+ attending in person and 7,100+ online via YouTube.

- **Export Haats:**

To raise regional awareness about e-commerce exports, Amazon Global Selling has hosted Export Haats in Jodhpur (Rajasthan), Kolkata (West Bengal), Chennai (Tamil Nadu), Surat (Gujarat), and Lucknow (Uttar Pradesh). These events, in collaboration with the DGFT, export promotion councils, the WBIDC, REPC, and our SPN and other partners, have trained over 3,000 exporters.

Through strategic initiatives and a commitment to enable \$20 billion in cumulative e-commerce exports from India by 2025, Amazon is empowering the country's MSMEs and D2C startups to achieve unprecedented global success.



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