

The background features a stylized world map in shades of orange and yellow. A prominent diagonal line divides the map. On the right side, a white dot in the Indian subcontinent region has several dashed white lines radiating outwards across the map. The overall aesthetic is warm and global.

amazon global selling

Exports Digest 2020

Enabling Local Products
Reach Global Customers



Shri
Nitin
Gadkari

Hon'ble Minister

Road, Transport and Highways;
Micro, Small and Medium Enterprises
Government Of India

The COVID-19 pandemic is a challenging time for every economy around the globe. Nations are under lockdown, which has resulted in restrictions on all business and trade activities, especially affecting Micro, Small and Medium Enterprises (MSMEs). In such a time, all of the Government's efforts are focused on thinking about the measures that we can take for a quick recovery to get business back on track for these MSMEs followed by a rapid growth as MSMEs continue

to be the backbone of the economy. This sector provides employment to over 11 crore Indians, contributes to around a third of the country's GDP and accounts for about half of the country's exports. It is inspiring to see the resilience and dynamism of Indian MSMEs in this time of crisis, as they are poised to contribute immensely to the vision of an 'Aatmanirbhar Bharat'.

MSMEs will be India's biggest strength that will help the country recover from COVID-19. As the country moves strongly in the direction of economic self-reliance, and is invigorated with the Hon'ble Prime Minister's vision of 'vocal for local', Indian MSMEs will be uniquely positioned to further integrate themselves into global supply chains and diversify India's export portfolio. I strongly believe that for the quick revival of the MSME sector, the need of the hour is special focus towards boosting exports. The Government laid the foundation to enable exports by institutionalizing the flagship Make in India program a few years ago. By giving an early impetus to MSMEs, the program has enabled many of them to become globally competitive and sell their products in the international markets and scale their business across geographies.

In this context, worldwide e-commerce marketplaces offer remarkable

opportunity for Indian MSMEs. They offer local enterprises the chance to tap into the overseas market opportunities and access consumers across the globe directly. The rapid adoption of exports through e-commerce has significantly lowered the entry barrier for MSMEs to export and has helped in promoting champion sectors, like leather products, gems and jewellery, textiles, etc. which are popular with customers all over the world.

The presence of over 60,000 Indian MSME exporters on Amazon's Global Selling program is a strong indicator of the potential that e-commerce exports hold for India. I strongly encourage enterprises to continue to make use of technology, research and innovation to understand the needs of customers in foreign markets and manufacture the products accordingly. With its agility and dynamism, and effective collaboration amongst different stakeholders, I am confident that the MSME sector will be successful in increasing its share of exports to 60% soon.

As we work towards export led growth and revival of MSMEs in India, the stories of success of the enterprises featured in this compendium are a testament to the potential of the Indian entrepreneurs. I would like to offer my best wishes to the Amazon Global Selling team and all the Indian MSME sellers exporting through the program as they have been provided the global platform to sell their products internationally. I wish them success in their endeavors, become an inspiration for all MSMEs across India and hope that they continue scripting India's growth story.

With Regards!

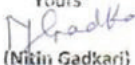
Yours

(Nitin Gadkari)





Table of Contents

- 04** Foreword
Russel Grandinetti, Senior Vice President,
International Consumer, Amazon
- 05** Foreword
Amit Agarwal, Senior Vice President and
Country Head, Amazon India
- 06** India Global Selling Exports Overview
 - 06** The Amazon Edge
 - 09** International Sale-period Trends
 - 09** 2019 Snapshot
 - 10** Regional Showcase
 - 12** How to Start Selling Globally
- 14** Opinion | Easing Indian MSMEs'
Road to Exports
Aditya Gehlaut, Managing Director & Head -
Global Trade & Receivables Finance, HSBC India
- 19** Global Brands from India - Spotlight
 - 19** California Design Den
 - 21** Playshifu
 - 23** SVA Organics
- 25** Opinion | Enabling Global Access
for 'Made in India' Products
Gopal Pillai, Vice President, Amazon India Marketplace
- 27** Government Partnerships
and Engagements
- 29** Category Overview
 - 29** Home
 - 30** Apparel and Jewellery
 - 31** Toys and Leather
 - 32** Consumables and Beauty
- 33** Opinion | Tapping E-commerce
for Exports
Dr. K. Rangarajan, Professor and Head,
IIFT Kolkata Campus
- 37** Global Brands from India - Spotlight
 - 37** WOW Skin Science
 - 39** Aheli
 - 42** A Jaald Store
 - 44** Chandrakala Creations
- 47** Marketplace Expansion

Foreword



Russel
Grandinetti

**Senior Vice President,
International Consumer,**
Amazon

The year 2020 has seen an unprecedented crisis unfold due to the spread of COVID-19. It has impacted businesses as well as changed the way people live and communicate with each other. As 'stay at home' and 'work from home' became the new normal, we have seen the critical role e-commerce has played world over to serve people in the safety of their homes. The demand for essential products has been and continues to remain high. But unlike a predictable surge

around festivals and holidays, this spike occurred with little warning and time for preparing in advance. In the face of this significant change and disruption, sellers on Amazon marketplaces have remained steady in their commitment to support their customers. They are going above and beyond in the midst of uncertainty to deliver essential supplies, entertainment, educational products and infact all kinds of products that customers need in

this time of crisis. This coming-together of incredible entrepreneurs across the world to serve humanity through Amazon's marketplaces has been inspiring, and we are truly thankful for their contribution.

In this changed world, we see countries that are best placed to manufacture a product have ramped up production to serve all of humanity and not just citizens in their own countries. We are seeing an incredibly fast paced multi-country and multi-agency research towards a vaccine for COVID-19, we are seeing an incredible response from the pharmaceutical industry in India to ship medicines across the world and many such examples. And therein lies the hope of a more unified world, a world where cross-border trade will become more seamless. This sets the stage for millions of Indian MSMEs (micro, small and medium enterprises) to cater to the

global customers. And, in the Amazon Global Selling program we offer them a springboard to start or expand their exports businesses through e-commerce.

Today there are over 60,000 Indian MSMEs who are part of our Global Selling program and their success is evident from a stunning 72% growth on orders during Prime day and 76% growth on orders during Black Friday, both of which are key customer-loved sales events.

In the last 3-4 months, as the world was grappling with lockdowns and disruption in the supply chain, we have seen Indian sellers like SVA Organics – a New Delhi based manufacturer of essential oils record a 6X business growth compared to the same time last year. This underlines the resilience of e-commerce exports and the opportunity it provides for Indian MSMEs to grow and scale up with Amazon Global Selling. As the world adjusts to a new normal, I hope and encourage the millions of MSMEs that form the backbone of Indian economy to jumpstart on exports and take the Made in India products to customers around the world.

Earlier in the year, Amazon renewed its commitment to India by announcing an incremental \$1 billion to digitize 10 million Indian MSMEs and enable cumulative exports of \$10 billion of Made in India goods to global customers by 2025. We remain committed to this vision and will continue to make exports easy for Indian entrepreneurs and businesses through Amazon Global Selling.

Foreword

When their offline exports business was slowing down a few years ago, NMK Textiles turned to e-commerce exports and came on board the Amazon Global Selling program. They launched a new brand - California Design Den that is focused on high quality bedsheets and started selling to customers across the world. Along the way, their shipment and deliveries have become faster and customer feedback is helping them make their products even better. Today, they are one of the most popular brands in the bed linen category on Amazon.com (the US marketplace).

Interestingly, NMK Textiles and thousands of other Indian exporters played a key role in helping serve customers across the world in the last 3-4 months as people stayed at their homes due to the unprecedented pandemic. With Amazon Global Selling, these MSMEs were able to sustain their business as well as support the people who depend on their business. It also underscores the important responsibility we at Amazon have, as the world emerges from these challenging times. We take this responsibility very seriously and will continue to work with our MSME partners and serve customers in India and around the world.

Amazon Global Selling empowers Indian entrepreneurs of any size to reach hundreds of millions of customers globally and create globally loved Indian brands. **Today this program has over 60,000 Indian exporters from different parts of the country taking 'Made in India' products global.** Inspired by their growth, Amazon has set a vision of enabling \$10 billion in cumulative exports through Amazon Global Selling program by 2025. This vision is more relevant than ever today, and we remain committed to boost exports from India and contribute towards the revival of Indian economy.

Exports will play a crucial role in India's economic growth and ecommerce marketplace provides an easy and rapidly scalable route for Indian MSMEs

to generate higher foreign exchange for the country and in the process create employment opportunities. The immediate priority areas to fuel ecommerce exports start from **creating more awareness about ecommerce exports on ground; end-to-end digitization of processes for MSMEs to get started off as exporters and building effective yet low cost logistics** solutions. Through partnerships with various state Governments and industry bodies, we have been working on all these focus areas and what will catalyze this even more is further alignment of key Government initiatives like Start up India, Skill India, Digital India and Make in India with ecommerce exports.

Already, there have been promising conversations with the Government on the support needed to boost ecommerce exports by simplifying and easing some cumbersome processes around compliance aspects and enabling India Post parcel tracking with foreign postal systems. We hope the new Foreign Trade Policy provides the right framework and direction to enable businesses of all sizes to use ecommerce marketplace and export their products in global markets.

This decade will open up a whole new world for Indian MSMEs. With digital adoption on the rise, and modern manufacturing processes in place, India is well placed to rise as an export hub and Ecommerce is possibly best placed to make it easier. Case in point, 'Aheli' which makes traditional Indian Jewellery or 'Wow' which is one of the best-selling shampoo brands on Amazon – are getting global recognition through Amazon. Today, Amazon has thousands of these home grown brands selling everything from textiles, garments, leather items, toys, handicrafts, organic products and more to customers globally. Every day, Amazon is partnering in their growth by taking their local innovation and expertise from India to the world.

We are excited about the future and it's still Day 1!

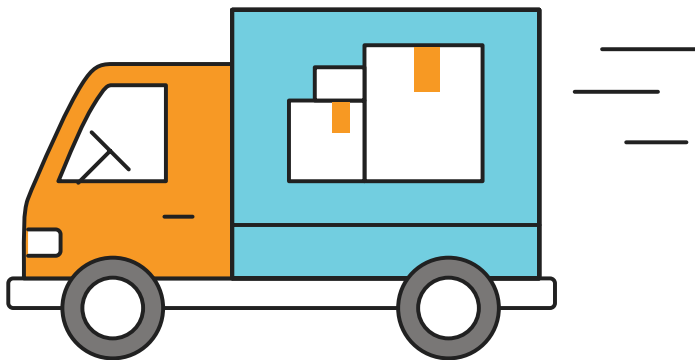
Amit
Agarwal

**Senior Vice President and
Country Head,**
Amazon India



India Global Selling Exports Overview

The Amazon Edge



What Is Global Selling?

Amazon Global Selling program enables Indian Exporters to sell on international marketplaces. By providing access to 150 million paid Prime members and millions of customers worldwide, Amazon Global Selling program is enabling Indian exporters to reach customers across 200 countries and territories - all of it goes to show how Amazon Global Selling is lending a shot in the arm to the Indian exporters to build and expand their global presence.

Fulfillment By Amazon (FBA)

Around the world, Amazon has approximately 250 million square feet of storage space to aid sellers to store their products in the fulfillment centers. With FBA, exporters can store their products in Amazon warehouses without having to worry about shipping to customers, managing returns or customer service.

Products fulfilled by Amazon become eligible for Prime badge and free 1-2 day shipping to Prime members. Since many customers are looking for faster deliveries, FBA empowers Indian exporters to scale their business globally with superior customer experience.

Advertising

For a business, making its products discoverable is as important as the product itself. Amazon understands this and therefore, offers exporters a wide range of options to advertise their products, suited for different needs – increasing sales, new product launches or generating reviews through enhanced product visibility.



Sponsored Ads



Promotions



Deals



Coupons

Seller University

Seller University provides a series of free training videos created to help sellers learn how to sell on Amazon and guide them towards success. Sellers can master the selling tools at their disposal with the help of Seller university tutorial videos. These videos guide on how to create product listings faster, how to take advantage of FBA, advertising, promotions, and more.



Amazon Business

Through Amazon, Business to Business (B2B) exporters have a targeted way to reach business customers on Amazon. With a specialized suite of tools to enable B2B e-commerce such as bulk pricing and quantity discounts, exporters find new ways to engage their B2B customers through a trusted Amazon experience. Besides standard selling fees, there's no additional cost to selling on the Amazon Business store. Exporters get the convenience of using a single selling account to manage their inventory and product listings for both B2C and B2B selling.



Profile Editor

Showcase your logo and tell your company's story



Business Pricing & Quantity Discounts

Access pricing customization tools only visible to business customers



Accept Requests for Quotes

Allow Business customers to request a quantity discount on a specific product



Service Provider Network (SPN)

Amazon has built a network of trusted third-party service providers who offer services across all stages of exporters' lifecycle, and has thus simplified the process of e-commerce exports. SPN connects exporters with Amazon empaneled third-party service providers who help Sellers start and grow their business online. Sellers can use SPN to avail services such as product photography, imaging and catalogue creation, sending products to Amazon Fulfillment Center, day to day account management, advertising optimization, taxation/compliance, international shipping, etc.



Logistics



VAT



Taxation



IP Protection Support



FBA Export

At no extra charge, the FBA Export program helps exporters expand their business globally. Amazon helps Sellers identify eligible products for FBA Export, fulfills international orders, handles import duty and customs clearance, and ships their product to the international buyer's address. International buyers pay international shipping costs and customs duty.



FBA Export uses your FBA inventory in home marketplace fulfillment centers



Customers from all over the world buy your products on home marketplace



Amazon ships your eligible products worldwide at no extra cost to you



You've just grown your business

Amazon Handmade

Amazon obsesses over customers and their desire for a trusted destination for handcrafted goods, which is what prompted the start of Handmade. Artisans from over 80 countries including India are following their passion and selling their craft on Amazon. Together, Amazon is growing craft communities and successful businesses.

Handmade is open to Artisans who make Accessories, Artwork, Baby, Beauty & Personal Care, Clothing, Shoes & Handbags, Home, Outdoor & Home Care, Jewellery & Watches, Kitchen & Dining, Pet Supplies, Sporting Goods, Stationery & Party Supplies and Toys & Games.



Amazon Custom

Amazon Custom is a store on Amazon.com where shoppers go to customize and personalize products with their text, images, or logos—or from a list of options provided by the Seller. Custom products are cross-listed in Amazon Custom store as well as in the specified department. Amazon Custom supports the three customization types: text, image, and product configuration.

International Sale-period Trends for Indian Exporters Selling Globally with Amazon



Customers Catered
210k+

Units Sold
72%
Year-on-year Growth



Customers Catered
110k+

Units Sold
76%
Year-on-year Growth



Customers Catered
160k+

Units Sold
55%
Year-on-year Growth

2019 Snapshot



Gross Merchandise Sales
47%
Year-on-year Growth



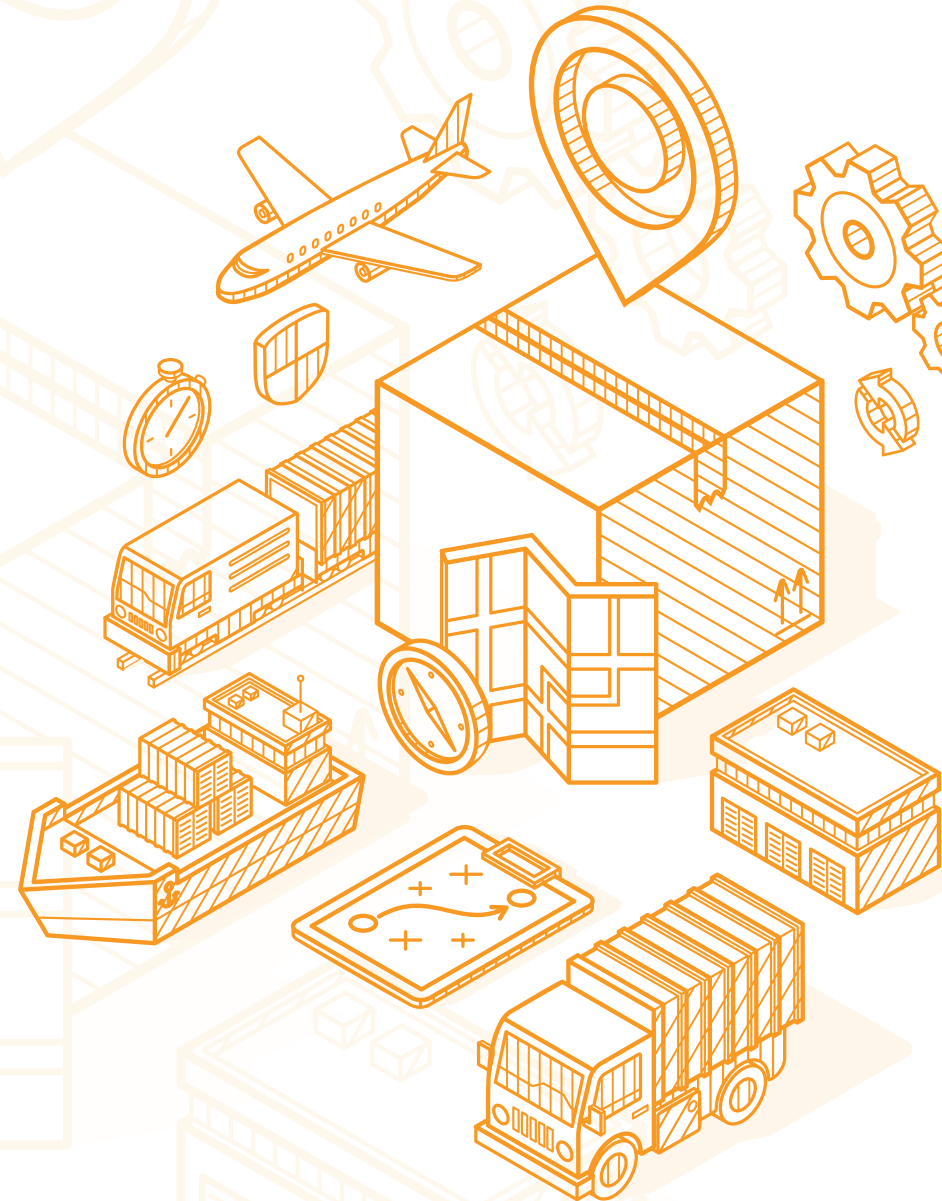
Prime Enabled Products
34%
Year-on-year Growth



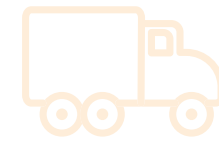
Number of Indian Exporters
60,000+



Number of Crorepati Sellers
834



Regional Showcase



Top Export Cities

NORTH

New Delhi
Indore
Gurgaon
Noida
Ghaziabad
Roorkee

EAST

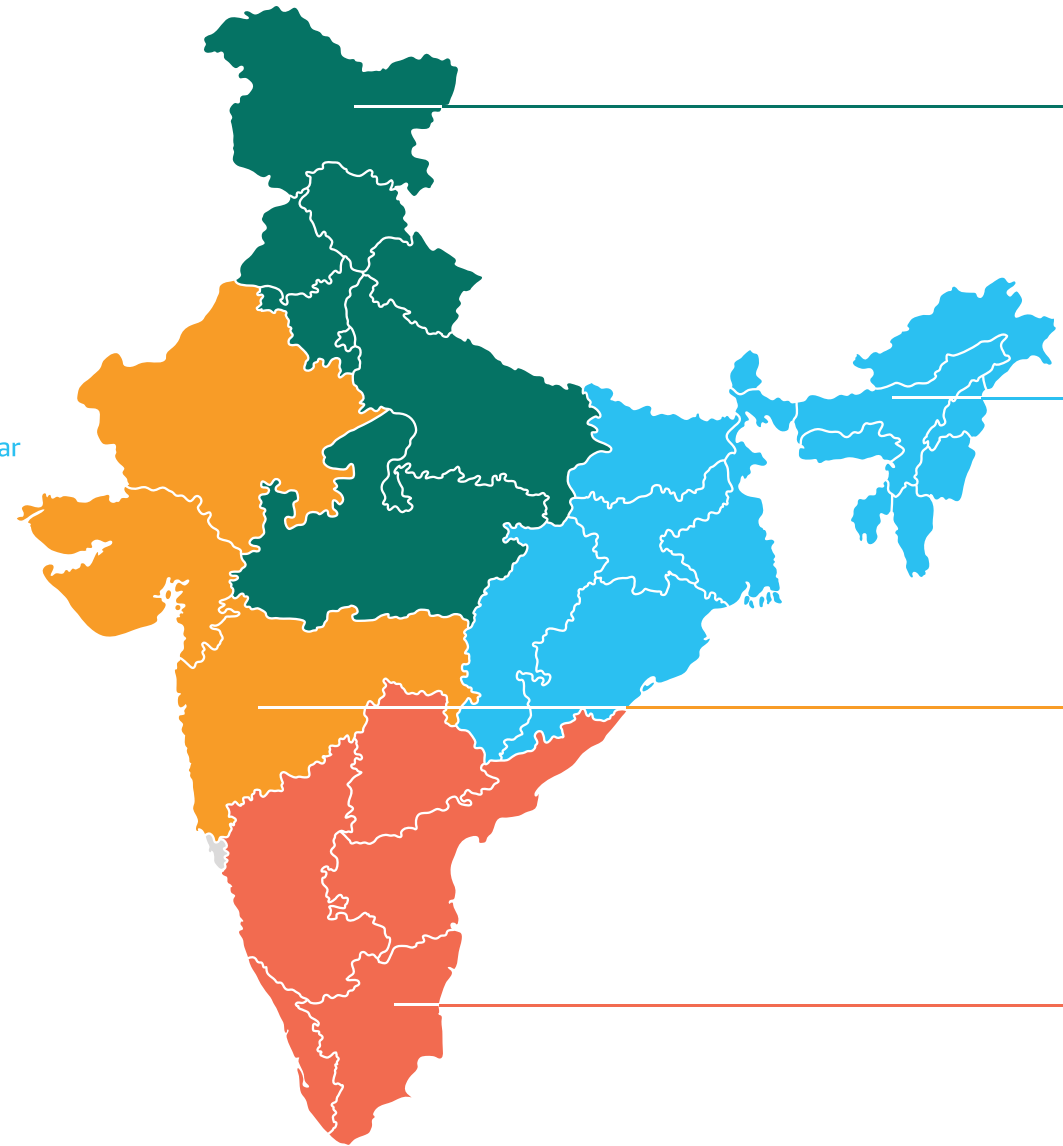
Kolkata
Patna
Bhubaneswar
Raipur
Dabgram
Ranchi

WEST

Jaipur
Mumbai
Surat
Ahmedabad
Udaipur
Pune

SOUTH

Bangalore
Hyderabad
Chennai
Coimbatore
Cuddapah
Karur



Key Cities

New Delhi
Jaipur
Mumbai
Surat
Bangalore
Indore

Key Product Categories Being Exported

Emerging Cities

Sports equipment, nautical collectibles, copper mugs, apparel and books.



Jodhpur
Ludhiana
Varanasi
Patna
Zirakhpur
Guntur
Karnal
Erode
Kota
Bharuch
Sonapat
Nagercoil

Tea, leather wallets, home décor, leather shoes, grocery and automotive accessories.



Solid sheets, kitchen linen, toys, towels, apparel, spices and leather bags.



Jewelry, leather journals, kantha quilts, sheets, tapestry, home décor, apparel, printed sheets and herbal extract.



How to Start Selling Globally



Sell Globally

Get Started



Register as a Seller with Amazon Global Selling



Add your products



Ship products to Amazon Fulfillment Centers



Advertise your products through Amazon tools



Receive payments for the products sold in your local bank account in INR

Let Amazon Take Care of the Rest



Customer discovers product and places order on Amazon



Customer receives the order



Customer rates the product on Amazon



Packing for shipment & free one-day or two-day delivery shipping to Prime members



24x7 customer support



Manage returns for your FBA orders, if any

**Did
You
Know?**



Since Q1-2019, Amazon Global Selling has witnessed a 100% growth to achieve \$ 2 Billion in cumulative e-commerce export sales from India!





Aditya
Gehlaut

**Managing Director and Head -
Global Trade & Receivables
Finance, HSBC India**

Easing Indian MSMEs' Road to Exports



Just days before the world shut down a couple of months ago, I had a meal at a global cuisine restaurant. The USP of a global cuisine restaurant is the ability to serve the 'World' to you on a plate. I could not help but draw a parallel to what the large e-commerce players are doing for small and mid-sized businesses across the world.

If you are a career banker with a global MNC having a geographic footprint across the world, you are constantly fed with a diet (mostly staples) covering discussions around cross border business corridors, imports, exports, facilitating movement of goods, services and related payment flows for our customers across international borders. Things are not the same anymore though.

As industry participants, most of us would be aware of the conspicuous evolution of trade since the 1990s. Powered by the WTO, NAFTA, Eurozone and China, global trade grew at 2X of world GDP. This growth, however, has been muted in the last few years and the recent geopolitical events, trade

tensions, a slowing China and now the potentially history-altering Covid-19 only seem to dent this further and increase uncertainty. The objective here is not to belabor these well-analyzed events but to juxtapose the same with certain deeper undercurrents that could shape into long term trends that define cross-border trade in the not so distant future.

We see three broad elements of these trends: **'What'** is being traded, **'Where'** is it being traded, and most importantly **'How'** is it being traded.

If we look at the 'Where' first, which is the most well understood change taking place. It relates to increasing share of intra-region trade within the overall gamut of global trade, understandably driven by multiple factors such as availability of skilled labor, natural resources, rising incomes, quality of infrastructure and as importantly, reflects the rise of emerging markets as consumption hubs – 2 billion people are expected to join the middle income group in Asia by 2030 (World Bank).



The 'What' is interesting since most country statistics do not capture it entirely and it revolves around the role that flow of data and services, is playing in tying the economy together. Traditionally, cross-border trade was characterized by flow of physical goods. The cross-border trade in 'Services' is growing faster than trade in 'Goods' and goes beyond the recorded components of R&D, engineering know-how, or the intangibles of branding and design. In fact, over the last few years, new age innovative business models such as SaaS, cloud based services, distance learning, among many others have emerged and they facilitate the flow of services across borders seamlessly. Trade statistics do not capture such rising cross-border flows of free digital services including social media, media services, email and video conferencing, etc. The metrics used to measure such flows will lead to interesting discussions going forward in the global trade arena. As per a study by MGI, the value these create for users, even without a monetary price, could be estimated up to a staggering USD 3.2 trillion!

One of the biggest impact on global trade is presented in the 'How'. Technological advances such as paperless processing through technologies such as blockchain,

Internet of Things (IoT) will reduce transaction and logistics costs, reduce frauds, improve speed and efficiency dramatically and drive growth of international trade. Other technologies such as AI/Robotics will drive automation and reduce processing costs, 3D printing has a great potential to replace physical movement of goods. Information about the manufacturing process can flow cross-border and goods can be created right at the point of consumption. Here too, the measurement of the net impact can lead to interesting discussions.

Finally and most importantly, we cannot ignore the role digital platforms are playing. The costs of search and co-ordination, financing, transportation and logistics as well as time in transit are among the biggest barriers to trade. Digital platforms are reducing the friction. When we say platforms, we generally refer to cross-border e-commerce sites but digital platforms includes everything e-commerce (such as Amazon, Alibaba), social media (Facebook), payments (PayPal), and travel, etc. are all bringing together buyers and sellers and enabling trade. If we link this back to the 'What', we cannot forget that at the heart of this ecosystem is cross-border data flow. I am excited to imagine the potential which increasing data flows would unleash – the ability to reach many more markets, fast receipt of orders, higher margins on account of no intermediaries, increased survival rates, and streamlined payments – the benefits are immense. A rather sublime gain is the impetus to small and medium businesses, and the global platform they can now access at their fingertips, without the deep pockets of conventional larger corporates. This will only spawn more entrepreneurs, and foster creativity and innovation. These are

precious attributes of a strong and self-reliant economy. I am still amazed at the thought of an American sitting on a couch, ordering cushions from India at the tap of a finger, and with a much better and real time visibility of the transaction status.

For banks, this presents a world of opportunity, as well as, a particular responsibility. With two critical enablers already their core competencies – infrastructure for payments and expertise in financing – banks are well-positioned to truly partner with marketplaces as well as sellers to not just facilitate flows but also stimulate e-commerce exports.

In the realm of e-commerce exports, the litmus test for an efficient payments solution is seamlessness. An experienced bank understands that in Global Selling programs - buyers, sellers, and facilitators may be based in different geographies and hence, it is important that they do not lose focus of their business objectives by challenges that are posed by cross-border regulations, FX conversions, compliance with domestic laws and the



potential high costs. At HSBC, we have developed a cross-border payments engine that combines thousands of cross-border low value payments into one cross-border transaction by country. This has unlocked great value for a global marketplace like Amazon, which needs to pay multiple exporters, part of the Global Selling program, based in India. Upon receipt of consolidated funds into India, these are then paid out using domestic payment modes such as NEFT to SMB exporters in a time-bound manner. This ensures that cumbersome processes such as conversion of FX to INR and the hassles around maintenance of an Exchange Earners' Account can be avoided by SMB exporters in India, while still providing them all the information that is needed to avail of requirements around export regularization and claiming export-related benefits. HSBC also powers Amazon's Currency Converter engine, which ensures that buyers and sellers from multiple countries can transact in their home currencies on the platform and avoid unnecessary charges associated with FX conversions. These initiatives have proved to be especially beneficial to SMEs which generally operate at lesser cushions.

The potential for innovative solutions pervades the rather staid credit space as well. In terms of size, the latest IFC report indicates that the SME credit gap is close to cUSD 250b. A commitment to unlocking credit flow to the segment needs to start with understanding the historical credit challenge plaguing the same, such as constrained availability of information on the borrower.

Earlier banks used to evaluate borrowers based on traditional metrics. New age business models are emerging and the banking industry is now evolving to cater to their needs – data availability both related to linkages to large anchor corporates

in the physical world and performance track record in the online world is allowing banks to lend to a much wider set of clients. To use banking terminology, banks are now truly financing cash flows and not the balance sheet. This approach has led to interesting models being put in place which cater to the varied value chains existing in the market. In the physical world, banks are running supply chain programs facilitating early payment to vendors of some of the largest corporate players including e-commerce companies. This results in a win-win situation for all the parties involved- it helps the supplier with better working capital management, anchor corporate can be assured of quality and timely delivery and banks are able to serve the needs of the entire supply chain better.



Certain offerings include pre-shipment financing to these suppliers based on transaction history with large buyers using data points such as Purchase Orders (POs) issued, PO to invoice conversion ratio, rejection rates, and timely deliveries, etc. In the online world, banks already have, in some cases, and are in others, developing models, which cater to exporters on the platforms by leveraging Big Data from the latter – such as the sellers' past track record, internal ratings, rejection rate and most importantly inventory and receivables on these platforms. In fact, similar data points are also used to set-up vanilla working capital demand loan (WCDL)/ Overdraft (OD) facilities for domestic sellers on e-commerce platforms. New forms of lending are becoming popular as well. For example, a bank with full visibility of transaction flows can issue corporate credit cards and expense management solutions for day to day needs. This can accelerate

movement from physical to digital modes for operations of the SME, and can further help in building digital profile of the SMEs for lending purposes. This form of lending built on analysis of underlying data and transaction flows will only grow in the future and help support millions of SMEs across the world.

The Government of India has played a pivotal role in providing further rich sources of data. Excellent progress has been made in India in enabling creation of centralized databases/ platforms (GSTN, TREDIS), other initiatives such as e-KYC, Account Aggregators, and PCR, etc. Such data can be fed into new age AI/ML driven underwriting models to arrive at the right product for the borrower. With all the exciting things happening, the timing I believe couldn't have been more ripe for each industry participant to step up and commit unwavering focus on innovation of products and quality of service, which can propel India to the next level of data driven economy.

Exciting times lie ahead of us. Cross-border trade supported by digital platforms, financial institutions' transaction banking and lending ecosystems and other stakeholders, has all the ingredients for the perfect Michelin star meal, actually delivering fine dining experience at the speed and scale of fast food.

Let's cook!!





**Global Brands
from India -
Spotlight**



California Design Den: From a Fashion-Forward Brand to an Industry-First Global Company



Online bed linen brand California Design Den is the brainchild of Deepak Mehrotra, Co-Founder of NMK Textile Mills. An award-winning manufacturer of bed linens, NMK Textiles began its journey in 2006 by manufacturing and exporting high-end bed linens to large department stores in the US and Canada.

In 2016, as their offline exports business slowed down, Deepak saw an opportunity to grow and expand the business by going online and selling directly to customers.

Our initial concerns were the copious amounts of investment required in marketing and supply chain to create awareness and trust for our brand to be successful globally – which were taken care of, thanks to our association with Amazon Global Selling.

Deepak Mehrotra
Co-Founder, California Design Den

Scan Here to
visit the
seller storefront



Refurbishing the Brand Identity

They reworked their complete supply chain and launched the brand 'California Design Den'. They joined Amazon Global Selling program in 2017, and since then they have been selling their own fashion-forward products directly to consumers. Over the years, their shipment and deliveries have become easier and customer feedback has helped them make their products even better.

Establish. Emerge. Expand.

The success they achieved through Amazon Global Selling gave them the confidence to launch new products and continue their growth story. With the help of Amazon Global Selling team and evolved platform features, California Design Den has been able to constantly get better at every aspect of marketing and promotions as well. In the past three years, they have seen over 100% YoY growth in Amazon's US marketplace, thus paving the way for their expansion into other Amazon marketplaces.

Looking ahead, California Design Den strives to be the first Indian DTC (Direct to Consumer) brand to sell goods worth \$100 million on Amazon by 2022.

We were very clear that e-commerce was the best route to take our products to the customers in the US.

Deepak Mehrotra

Co-Founder, California Design Den





Brand Spotlight

PlayShifu: Powering Gen Alpha with Interactive & Educational Phygital Toys



Scan Here to visit the seller storefront



Our massive growth has been a result of a strategic global expansion in partnership with Amazon. Our adoption strategy is centered on Amazon and its massive reach. Through Amazon, we have now expanded into 6 countries- US, UK, CA, Australia, India, UAE.

Dinesh Advani

Founder, PlayShifu

The Journey

For many parents today, the amount of time their young children spend with screens is concerning, especially the passive non-learning screen time. Vivek Goyal and Dinesh Advani, both parents themselves, wanted to embrace technology as a part of their children's development.

With a vision of making screen time more meaningful for children, they set up PlayShifu and it has today become a leading Augmented reality (AR) toy company with unique phygital (physical + digital) play experiences for children aged 2-10 years.

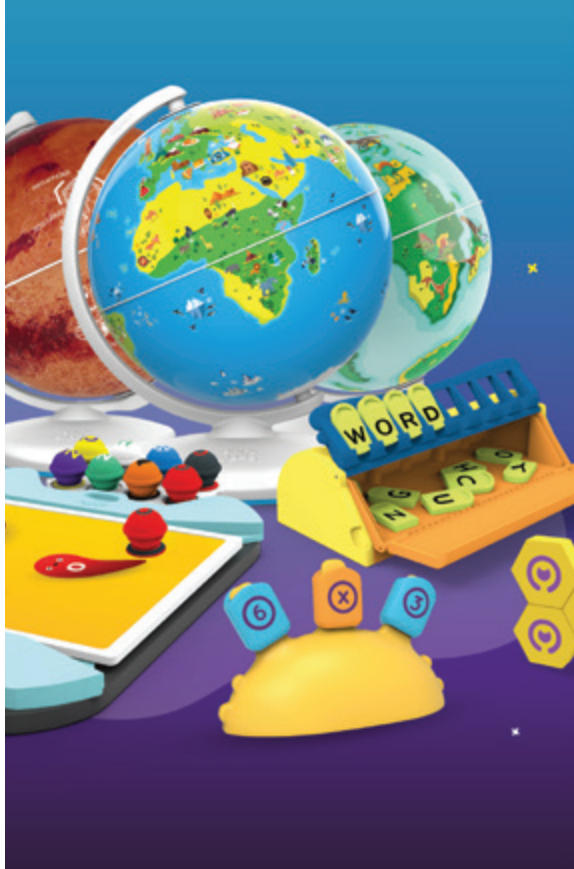
With a focus on STEM (Science, Technology, Engineering and Math) learning, PlayShifu makes best-selling products Shifu Orboot and Shifu Plugo. The first-ever AR globe, Orboot lets kids explore the world across wildlife, landmarks, cultures,

inventions, and maps. Plugo is a gaming system for hands-on play without touching the screen. It builds skills like math, music, engineering, and more through story-based challenges.

What started as an indigenous solution for Indian children, with the support of Amazon, in just three years, has become a multi-million-dollar company clocking an 8X YoY growth. It has won the hearts of parents, educators, and kids all over the world. PlayShifu prides itself on inculcating skills like critical thinking, logical reasoning, communication and problem-solving amongst children with their products.

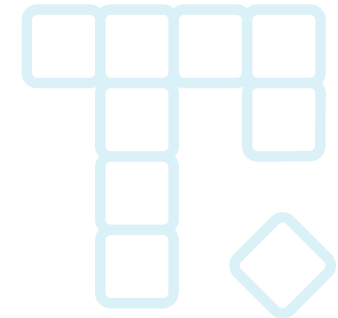
Going Global with Amazon

This rapid growth through online channels and deep market penetration has helped PlayShifu strengthen its position as the segment leader and become a global brand specializing in early learning. After starting their Amazon Global Selling journey with US, they have now expanded to 6 countries, the US, UK, CA, Australia, India and UAE.



A global e-commerce ecosystem in true sense, Amazon has made it easier for Sellers from all over the world to get started, to understand customers and to scale business from their respective locations. From Seller tools, listing management, and ads management to customer's voice and after-sales service - all have been revamped with global Sellers in mind.

Dinesh Advani
Founder, PlayShifu



Unforgettable Moment

It was a super proud moment for Team PlayShifu when they won the tech enabled Digital SMB of the Year - 2019 award by Amazon, awarded by Jeff Bezos and Amit Agarwal!

The Future of PlayShifu

PlayShifu has been able to launch multiple products into the market every year and is focused to grow in the future. The company is introducing new toy lines that dig deeper into a well-rounded phygital learning experience and cover the

entire spectrum of foundational skills that children need to develop early on. From their initial funding of \$75,000 on Kickstarter, PlayShifu raised \$7 million in Series A in July 2019.



SVA Organics: Taking the Holistic Approach

Scan Here to
visit the
seller storefront



Our store initially had earnings of about \$1,500 per day. However, with Amazon's constant support and encouragement, our team is working constantly towards fueling our commitment to provide high-quality essential oils to US retail customers.

We optimized our seller account and amped up production that resulted in an increase in our daily earnings to \$15,000 per day. We are very excited to see this kind of growth within a year, and are committed to making it \$50,000 per day in the coming months.

Parisha Agarwal Goenka

Founder, SVA Organics

Trust a team of essential oils' manufacturers and suppliers to know the secrets to organic, natural beauty. This is the story of how SVA or Sri Venkatesh Aromas Organics, a Delhi based business with 35 years of industry experience to their name, introduced their 'Sutra of Science' to the world with the support of Amazon.

The Journey

SVA Organics started its journey with Amazon Global Selling with its launch on the Amazon US Marketplace on November 6, 2017. The company is a leading manufacturer and supplier of the finest quality of essential oils in India. They offer a vast catalog of products that include herbal extracts, fragrances, waxes and much more. Today the brand stands a true testament to the fact that organic supplements are the second-most favored product in foreign markets.





Going Global with Amazon

Since joining the Amazon Global Selling program in 2017, SVA Organics has witnessed 10X growth in their business, and today, they sell their products exclusively on the Amazon US marketplace, catering to a wide range of customers.

The Future of SVA Organics

SVA Organics is proud suppliers of high-quality, organic, and certified natural products in almost all sizes, ranging from totes, barrels, gallons, as well as bottles, to meet the demands of their diversified customer base all around the world.

Since it started selling on Amazon US marketplace, SVA Organics has been trusted by over thousands of customers in the US.





Enabling Global Access for 'Made in India' Products

Gopal
Pillai

Vice President,
Amazon India
Marketplace

The integration of national economies into a global economic ecosystem has been one of the key developments of the last century. The correlation between economic growth and unfettered global trade is undisputed. This explains the impetus placed on trade across the world, with each country looking to increase its share in global exports. International trade and exports are an important factor in boosting domestic economies, generating employment, enabling a greater choice of products for customers and providing larger markets for growing companies. This makes it all the more important for India to ramp up focus on exports, and enable global access to MSMEs. This will help small businesses benefit from the opportunities that cross-border trade offers, allowing them to scale operations exponentially and support the growth of our economy. Removing barriers and allowing for continued cross-border trade is especially important at a time when millions of

Indian businesses are emerging from the impact of an unprecedented pandemic.

Policy interventions have allowed the country to greatly enhance manufacturing capabilities. While the impetus on production is a step in the right direction, there is also a need to help provide MSMEs access to a bigger pool of customers within the country and abroad. At the same time, there is a need for a policy framework that further eases the processes, enabling a higher volume of exports from the country.

While exports enable access to a larger customer base, its success depends on a variety of factors including large upfront investments, consistent demand, regulatory interventions, effective supply chain, warehousing and operations amongst others. From our experience, e-commerce exports helps address challenges that businesses face in many, if not all, of these areas. For example the Global Selling program in India that was set up in 2015 helps Indian exporters kick-start or expand their business at a fraction of the costs associated with traditional exports. From Day 1 of launch, exporters get access to hundreds of millions of customers across international markets. In addition to this, Indian exporters who are part of this program can outsource distribution to Amazon and benefit from FBA (Fulfilled by Amazon) – a world class logistics solution. With FBA,

exporters can store their products in Amazon fulfillment centers without having to worry about shipping to customers, managing returns or customer service. Products fulfilled by Amazon become eligible for Prime badge and free 1-2 day shipping to Prime members. FBA empowers Indian exporters to scale their business globally with faster deliveries and superior customer experience. This allows entrepreneurs and businesses to focus on their core competencies, while Amazon takes care of the rest.

I would stress that creating effective yet low cost logistics solutions will go a long way in empowering Indian MSMEs to win in the international markets and gain benefit from exports. One step in that direction is to enable India Post parcel tracking with foreign postal systems. We hope that the new Foreign Trade Policy addresses some of the key enablers and for businesses of all sizes to use e-commerce marketplace and export their products in global markets.

There is a great demand for 'Made in India' products in global markets. In fact, Amazon has seen how some Indian products find additional alternate use cases in global markets – whether it is people using 'Ghee as creamers for making Bulletproof Coffee' or 'Ayurvedic Soap Bars being used as Shaving Foam' or 'Cotton bedsheets and pillow cases being used for making face masks' – uncovering a whole new demand for their products.

MSMEs are the backbone of the Indian economy bringing nearly a third of our GDP and employing over a 100 million people. Increasing their exposure to global markets and customers will not just aid their growth but would have a cascading effect on the growth of the Indian economy. The recent pandemic has divided our time into a pre and post COVID 19 world. As India focuses on economic revival, a renewed interest and impetus on exports will play a huge part in the process. Government programs like 'Make in India' and 'Digital India', steadily growing internet penetration in the country, increased technology adoption and e-commerce exports – will all play a major role in ramping up Indian exports. The focus now should be on ensuring that technology adoption, business models and policy frameworks – all evolve at the same pace to facilitate this change.



Government Partnerships and Engagements 2019



Tribal Cooperative Marketing Development Federation of India (TRIFED) - Launch of TRIFED on Amazon.com

Himachal Pradesh - MOU signing with HP

Punjab - MOU signing with Punjab

Uttar Pradesh - workshops for exporters in partnership with UP Government

Federation of Indian Export Organizations (FIEO) - Mumbai

Council for Leather Exports CLE - Agra

Chamber of Industrial and Commercial Undertakings (CICU) - Ludhiana

Federation of Indian Chambers of Commerce & Industry (FICCI) - Kolkata

Handloom Export Promotion Council (HEPC)

Gem and Jewellery Export Promotion Council - GJEPC



Category Overview 2019

Home

Key Products

SHEETS



KITCHEN LINEN



HANDICRAFTS



37.5%

Year-on-year growth

Sellers Speak

We are a traditional bed linen manufacturing company in India exporting our products to top-level retailers across the world. While we have been known for our quality and consistency with all our retailer customers, Amazon allowed us to showcase this strength to the consumers directly by helping us launch our brand.

– Divya Siraslewala, Pizuna Linen, Mumbai

*We started on Amazon.com with a small team of 2 people and 5 products in the Home category, but didn't get much success initially. Then, **we pivoted our collection and sourced reiki stones** in the collectible category. Within 2 years, **we increased our sales to \$55,000 per month from \$500 a month.** We have **generated employment for around 500 artisans** in a small village in Gujarat during the process. We are growing every day and are now a 25 member team. Amazon has helped our business and growth smoothly and consistently.*

– Subhash Kumar, Crocon, Delhi



Customers Speak

***Ethnic Comfort!** I love this bedspread!! Cotton fabric feels so good and the size is just right for my full size bed. Beautifully printed! I will buy another!*

*Wow! Nice quality! This tablecloth is very nice and beautiful. I wasn't sure I'd want the napkins to go with it, but I went ahead and ordered them once I saw the quality of the tablecloth. **The colors are bright, the material weight is substantial, and the workmanship is excellent.** If they have another pattern I liked, I'd be buying it!*

Apparel and Jewellery

Key Products

FINE JEWELLERY



FASHION JEWELLERY



INDIAN ETHNIC WEAR



42.7%

Year-on-year growth

Sellers Speak

Amazon has made it easy for us to build our own brand and sell our jewellery products all over the world. **Since we started selling on Amazon.com, our business has seen consistent growth of 99% year on year.** Thanks to Amazon's inputs, we see the demand pattern and mass produce designs to stock in Amazon warehouses. With this business growth, **we have been able to employ over 200 people, 35% being women.** My goal is to create more and more employment through my business.

– Hiral Parikh, Jewel Zone, Mumbai

Amazon has helped us sell across the world and has taken us to newer heights. They have **connected a seller in India to customers on the other side of the world seamlessly.** Amazon has helped us sell to customers in even some of the remotest parts of the world.

– VijayShree, The Slumber Project, Bangalore



Customers Speak

Wow! This is so much better than the picture! Because of the price, I was prepared to buy a separate chain but when this necklace arrived I immediately realized there was no reason. The necklace fits perfectly and is so beautiful. **It's because of items like this that I only shop on Amazon.**

Beautiful outfit! I bought it for an Indian wedding and I felt great and comfortable in it! **The colors are beautiful and it looks classy! Love the outfit!**



amazon.in/sellglobal

Toys and Leather

Key Products

EDUCATIONAL TOYS



LEATHER BAGS



LEATHER WALLETS



37.2%

Year-on-year growth

Sellers Speak

Shumee is a toy brand that uses safe and sustainable material to help age-appropriate development of children. We felt that there is an addressable customer base for us in international markets and Amazon Global Selling has helped us connect with those customers. Amazon has provided us a platform to be discovered in non-home markets, which would have otherwise taken us a long time. **We launched in 2019 and have witnessed tremendous growth and customer response in the US. We are looking at growing our business by another 5X in 2020.**

– Meeta Sharma, Shumee Toys

After years of research and hard work, we finally decided to launch a brand that would depict the true essence of how a bag is created, through Amazon Global Selling. **Each bag and wallet is handcrafted by an artisan who puts a part of her/his soul into the creation -- Meraki.** And hence the name 'Mou Meraki' which means 'My Creation -- which has a part of my Soul'. Amazon has helped take our brand to the next level. After getting our first order through Global Selling in October 2018, we saw sales shooting to an average of 50 orders per day in a matter of two months. **Within the first year itself we crossed the half a million mark on the platform.** By the end of the year 2020, we aspire to satisfy hundreds of Amazon customers across the world on a daily basis with our bags and wallets.

- Sharad Srivastava, Mou Meraki, Kolkata



Customers Speak

These eggs (Wood rattles) were a good size and a bit on the quiet side, which I liked. **Love the colors and the natural wood element.**

I am in fact going to go ahead and buy another to have on hand when this one wears out, which I suspect will probably be several years or more. This wallet replaces one that I probably paid less than \$50 for and it definitely equal or better quality, thus I **highly recommend this product.**



Consumables and Beauty

Key Products

TEA



ESSENTIAL OILS



AYURVEDIC SUPPLEMENTS



INCENSE



HERBAL BEAUTY PRODUCTS



38%

Year-on-year growth

Sellers Speak

*We have been making bakhoor – the most authentic and the purest form of incense for 107 years. Our product range is consumed by people all over the world. We have been traditionally exporting to the Middle East and Africa. **But Amazon has given us a tremendous opportunity to directly serve customers in the US and Europe. We have rapidly grown from daily earnings of \$200 to \$2500.** We are excited to see this growth within a year and are **committed to making this a \$2 million sales platform in the next 2 years.***

– Taha Nabee, Aromatan, Mumbai

*We have been exporters of herbal supplements, extracts, beauty products and phytochemicals. We launched with Amazon Global Selling on their US marketplace in 2015. In the first year, we were mainly reselling and graduated to launching our own brand in 2017 with herbal products such as shikakai, aritha, and neem etc. **Today, we have 75 products under our brand and will soon have 25 more.** Our overall profitability has increased after we launched our own brand. We travel across India to pick the right herbs during the right season to ensure the best quality product for customers. **We believe Amazon with its fulfillment capabilities is a perfect place for Indian brands to kick-start their global business.***

– Mustufa Baldiwala, Phoenix Medicaments, Delhi

Customers Speak

*I really **love the smell of this lemongrass oil!** It is as described and I'm not an expert by any means, but it seems like exceptional quality. I'm also using it in a homemade face toner and it works fantastically without drying my face out. I will be purchasing this one again for sure.*

*I have been practicing Ayurveda as a means of better health and understanding health challenges/ imbalances for decades. **This (Ashwagandha) helps me keep balanced especially amidst times of greater demands.***



Tapping E-commerce for Exports

Dr. K.
Rangarajan

Professor and Head,
IIFT Kolkata Campus

(The views expressed are privy to the author and do not reflect the institution's views)

Online platforms are changing the retail landscape and growing as an exciting channel for commercial transactions. Across the world, e-commerce is around three decades old but has gained unparalleled popularity in India over the past couple of years and the millennial consumer population has contributed a lot to its rise. In the 10 years from 2017 to 2026¹, the Indian e-commerce market is expected to grow at a CAGR of 30% and reach US\$200 billion mark by 2026 for gross merchandise value. It is expected that the Indian e-commerce industry will surpass the US by 2034! This growth has been catalysed by increasing internet and smartphone penetration.

The ongoing digital transformation in the country is expected to increase India's total internet user base to 829 million by 2021² from 665 million as recorded in June, 2019. India's internet

economy is expected to double from US\$125 billion recorded in 2016-17 to US\$ 250 billion by 2020, majorly backed by e-commerce. The 'Digital India' campaign championed by the Government has contributed to a substantial raise in the Indian digital economy. With the post-covid realities, India finds itself in a unique position to accelerate exports from the country. This opportunity needs to be combined with the power of cross-border e-commerce so that we can leap-frog as a major exports economy.

Taking Local Products Global: Cross-Border E-commerce Enablers

There are positive vibes around the transformation drivers in India's digital landscape:

- 1. Rise in E-commerce consumers across the globe:** E-commerce is transforming trade globally. Business-to-Consumer (B2C) transactions grew from US\$1.5 trillion in 2014 to US\$2.3 trillion in 2017 and projected to grow to US\$4.88 trillion in 2021³. E-commerce is growing four times faster than the world economy.





- 2. Price benefits to consumers:** E-commerce extends the price benefits to consumers by eliminating multiple nodes of middlemen in both domestic and international markets.
- 3. Extensive network of e-commerce players:** One of the important drivers for e-commerce is the growing network of the e-commerce players. This network has created an ecosystem for the integration of material, information and revenue flow through a single transaction. Their end-to-end solutions for the entire chain from producer to consumer make e-commerce easy.
- 4. Digital transformation of Logistics Service Providers:** Strong logistics providers who use digital processes are essential for the success of e-commerce. The e-commerce retail logistics market in India is estimated at USD 2.5 billion⁴ in 2020 and projected to be at USD 6 billion by 2023. Around 1.9 million shipments are handled per day with metro cities accounting for more 50% of the traffic⁴. Existing logistics network has adapted to this evolving need thus bolstering e-commerce exports.
- 5. Favourable policy environment:** The policy makers are also fully gearing to introduce interventions to facilitate the e-commerce industry. The Government of India has already eased the FDI restrictions to attract more

investments in the industry. The Foreign Trade Policy has also considered the digital cross border trade for export sops. A new e-commerce policy is expected to be rolled out soon.



Taking Local Products Global: Cross-Border E-commerce Challenges to Address

Though the developed economies have better ecosystems in place, the developing economies have to work hard to bring the same if they have to explore the developed markets for cross-border trade. For e-commerce exports to be successful, the e-commerce transaction in the cross-border context have various bottlenecks.

- 1. Under-developed regulations for e-commerce:** Regulations for e-commerce that enable e-signature, e-transactions, and e-payments are part of a critical infrastructure that must be in place for cross-border e-commerce. The existing regulations in India are not very exporter friendly. There needs to be more focus on making exports easier. The regulatory framework has to come out with proper laws to govern changes brought by automation and digitalisation without burdening exporters.
- 2. Low level of preparedness of Customs and Allied agencies:** The procedures followed by border agencies are paper driven and centralized with several kinds of fees and burdensome processes; and some agencies have overlapping roles. This leads to increased costs and makes trade tedious, which affects export businesses negatively.

3. Lack of integration of postal services with border agencies:

The integration of postal/logistics service providers and customs needs to be more robust. There are fine examples of integrated logistics solutions in markets like Germany, there is still a lot of work to be done on this in India. Although, India Post has already made notifications on e-shipping bills moving towards the right direction. However, integration between logistics players and customs needs to be strengthened. Product traceability continues to be a key issue.

4. Need to improve national quality infrastructure:

Global consumers demand product traceability, and conformity to international standards. India is still at the infancy stage to cope up with the required quality infrastructure to meet global standards. As e-commerce expands, the importance of upgrading national quality infrastructure (standards, accreditation, metrology, and conformity assessment) and, importantly, the trade-related processes revolving around them become critical.

5. Need to improve air connectivity and performance:

Although e-commerce delivery before the last mile uses a mix of the various transport modes (ship, air, and land), the importance of air cargo cannot be overemphasized. Faster clearance of air cargo shipments is an important aspect for timely delivery. The average number of days taken for air-cargo clearance in South Asia is a cause of concern in e-commerce exports and a similar concern exists for India as well.

The Way Forward

In this post-COVID 19 world, exports will play an even bigger role in the growth and revival of the Indian economy. However, the enablers and the building blocks cited above leave us with fingers crossed. The legal and policy framework needs to evolve and tread a long way to ease e-commerce exports. There is an imminent need to unfold a clear cut

Region	Days	No. of Shipments
Sub-Saharan Africa	2.37	368,985
Eastern Europe and Central Asia	2.12	373,291
Latin America and the Carribean	1.72	629,237
South Asia	2.55	613,913
Middle East and North Africa	2.61	765,726
Western Europe	1.13	2,540,961
North America	1.30	2,675,081
East Asia and Pacific	1.11	3,685,606
World	1.41	11,651,367

Source: IATA

policy for e-commerce exports and creating a strong ecosystem. Currently we are still debating on the value limit for e-commerce transaction that for now stands at Rs. 5 lakhs with enough caveats. The questions on return of goods, their treatment by various enforcement agencies, revenue recognition, etc. are still wide open. There needs to be a lot more synergy in the working of commerce, finance, postal, transport and other departments to help MSMEs to tap e-commerce for exports.

Smaller countries like Cambodia, Vietnam, etc. are already catching up with changes in the digital space for bettering their international trade. It is high time that we act with urgency and win the trust of global customers.

¹<https://www.investindia.gov.in/sector/retail-e-commerce>

²<https://economictimes.indiatimes.com/industry/services/retail/view-the-biggest-challenge-facing-e-commerce-sector-in-india-how-to-overcome-it/articleshow/73076390.cms?from=mdr>

³<https://www.ibef.org/>

⁴<https://www.ibef.org/download/E-Commerce-May-2020.pdf>

APPLE CIDER VINEGAR
shampoo

GENTLE & NATURAL
ANTIFOUNDRY FORMULA FOR STRESSED TRESSES

DHT Blockers

NO PARABENS
SULPHATE
SILICONES & SALT

MADE WITH 100% NATURAL

MADE WITH 100%
HIMALAYAN APPLE CIDER VINEGAR

REMOVES
DANDRUFF

Net



**Global Brands
from India -
Spotlight**



Brand Spotlight

WOW Science: The Skincare Brand That WOWed the World



Scan Here to
visit the
seller storefront



I couldn't be more proud that WOW is today one of the best-selling shampoos on Amazon, beating the odds that a small team in India could disrupt the global natural beauty market. With close to 11,000 reviews and a 4-star average rating on Amazon, we are excited to be one of the fastest-growing shampoo brands and a natural beauty staple in every household.

Ashwin Sokke
Founder, WOW Science

WOW Skin Science launched its first product in 2016. With an intent to deliver premium, vegan, and cruelty-free beauty, WOW Skin Science combined ayurvedic formulas and western herbal preparations to change the natural beauty products market in India.

The Journey

Founded by Arvind and Ashwin Sokke, and their business partners Manish and Karan Chowdhary, WOW's unique formulations stood out in this space against the competition in this space and their 'customer-first' strategy brought in high demand. By investing in research and development to create their proprietary 'mother of vinegar' extract from raw Himalayan apples, WOW set itself apart from competition. "We are so proud to prove that you can have natural products without harmful chemicals, parabens, sulfates or preservatives that actually work!" says Ashwin.

Going Global with Amazon

Making effective yet gentle wellness products accessible to the masses has always been of prime importance to WOW. And, Amazon Global Selling has been integral in WOW's journey, offering customers around the world a trusted platform to purchase from, read positive reviews, and deliver WOW Skin Science products.



Best Seller



We're excited to continue delivering premium quality and natural beauty to customers across the world with Amazon!

Ashwin Sokke

Founder, WOW Science

★★★★★ My hair looks and feels amazing

I am obsessed with this shampoo and conditioner. My hair looks and feels great, stopped falling out, and my son had really bad dandruff was GONE after only one use! This stuff is worth every penny.

The Future of WOW

WOW has earned customers' trust through outstanding product quality, attentive customer service, and a commitment that they will help find a product that works for everyone.

This has led them to a new generation of customized hair and skincare products. Their offerings have expanded from their best-selling Apple Cider Vinegar Shampoo and Conditioner, into skincare, grooming products, essential oils and more.

With Amazon, it has become easier for WOW to get feedback directly from the customers, which helps them curate their range of products address skin, hair, and wellness issues for their customers. *"We remain focused on delivering premium quality natural products to customers around the world with Amazon!"*



amazon.in/sellglobal



Brand Spotlight

Aheli:

The Global Growth of Brilliance and Splendour

Scan Here to
visit the
seller storefront



Our focus on quality has enabled us to garner thousands of positive product reviews from Amazon customers around the world, and maintain a 4.7 star average rating.

Shreya Vora

Founder, Aheli

Peora was a six-year-old jewellery venture at the end of 2012, and while it enjoyed a fair share of customers, it still had to recover like its peers from a global recession that had preceded. At around the same time, with the advent of e-commerce in India, Peora started its new and more successful chapter as Aheli on Amazon India.

Before scaling up globally, the brand took a couple of years to gather a thorough understanding of the ecosystem of selling internationally and dabbled with various styles of jewellery on Amazon India. This exercise eventually helped them find a brand identity that was aligned with their sense of aesthetic and resonated well with their global customers.

Aheli and Amazon

While gaining a foothold in the e-commerce system, it took Aheli a couple of years to understand the essence of brand identity, and eventually scale up. Under the brand name Aheli, they started selling fashion jewellery internationally in 2017 through Amazon Global Selling Program.

They struck a chord with the global audience almost immediately and began to flourish. Their aim was to offer the latest trends in Indian jewellery to global audiences at competitive yet affordable prices. While it was Aheli's first venture into the global markets, Amazon became the bedrock it needed and has been their key export partner ever since.



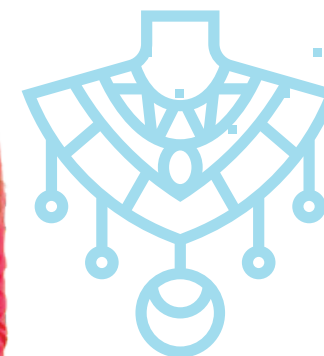
Our bets paid off and we have been achieving a robust 50% YOY revenue growth over the last three years, and have quickly become a top-selling Indian jewellery brand on Amazon.

Shreya Vora
Founder, Aheli

To Many More Successful Beginnings

A bunch of 25 highly motivated individuals with a majority of them women, 120 branches across both retail and e-commerce platforms and a global presence – all of it, complemented by Amazon's support, has now made Aheli a household name world over.

While global markets gave Aheli a larger customer base for Indian jewellery, Amazon Global Selling provided a reliable and scalable platform to grow and expand their footprint. For Aheli, this is just the beginning of their journey with Amazon, which has been and will always continue to be of pivotal importance in their e-commerce growth strategy.



Through Amazon Global Selling, Indian Sellers sold 3,984,201 meters of bedsheets worldwide - that is about half as long as the Great Wall of China.

**Did
You
Know?**



Brand Spotlight

A Jaald Store:

The Leather of Local Tradition and Global Reach



Scan Here to
visit the
seller storefront



The growth for A Jaald Store has been phenomenal, and we continue to grow and evolve. We are super excited to explore several new markets in many more countries with Amazon in the future.

Hussain Gurana

Founder, A Jaald Store

A Jaald Store started out as a local leather business in Rajasthan, and today they are a brand with customers all across Europe. They offer their customers different kinds of luggage, hand bags, satchels, backpacks and leather bound journals.

A Jaald Store is now one of the torchbearers of self-sustenance and a strong entrepreneurial spirit. They are passionate about delivering handcrafted leather products and accessories to customers across the world with support from Amazon.

Leather Sets Them Apart

A Jaald Store employs vegetable tanning and steers clear of all the chemicals usually used to treat leather. From the beginning, they have employed the most traditional methods of creating leather products to help enhance its unique characteristic. They employ artisans who share the passion of reviving old leather art and ensuring the treatment is 100% eco-friendly. This method may be time-consuming, but the finished product brings to them an unbeatable sense of pride.

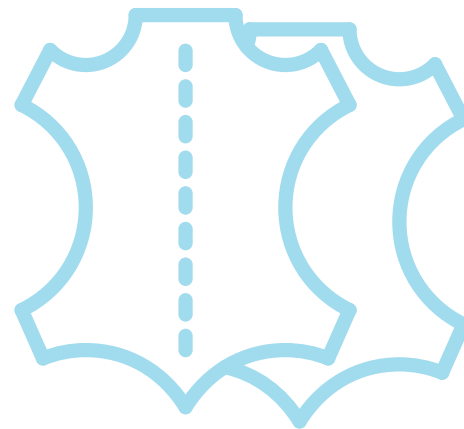


Global Journey with Amazon

India is one of the top exporters of the finest leather which opens up indefinite opportunities for A Jaald Store. A Jaald Store has expanded with time and the dedicated support provided by Amazon.

The relationship between A Jaald Store and Amazon dates back several years. When Fulfillment By Amazon was introduced, A Jaald Store used to sell about two units per day.

Since then, their footprint has expanded overseas to the European markets with Amazon Global Selling. They presently sell over 180 units per day.





Brand Spotlight

Chandrakala Creations:

Weaving A World of Opportunity for Indian Fashion

Scan Here to visit the seller storefront



Except Amazon, nobody in this market was able to help us establish Chandrakala Creations in the US marketplace. Even to this date, there is no better contender with a good enough presence and infrastructure – like shipping tie-ups with DHL and FedEx – to help exporters like me expand internationally.

Rahul Agarwal

Founder, Chandrakala Creations

Rahul Agarwal's story of taking Chandrakala Creations to consumers across the world is a fine example of the lengths Indian exporters go to help build a niche for themselves in the global markets. It is a story of how a two-decade-old apparel changed their approach to make a fashion statement across the world with the help of Amazon Global Selling.

Introducing Finery to the International

Chandrakala Creations started out on Amazon Global Selling in 2016. The idea was simple - to introduce the finest in Indian fashion to customers globally through Chandrakala Creations. A third generation entrepreneur, Rahul thought it was time to expand globally. He explains how Amazon was his natural choice to establish Chandrakala Creations abroad.

"The biggest reason for me to join Amazon Global Selling was the simple process to expand globally and export and the immediate access to customers that the program provides. Even to this date, there isn't a channel that provides such a demand and distribution support to help exporters like me expand internationally."

- Rahul Agarwal, Founder, Chandrakala Creations





Growth After Global Selling

By catering to the global market, Chandrakala Creations learnt the diverse tastes and preferences of the global customers. They have been able to adapt and expand their offerings and discover a whole new demand. In the words of a customer in the United States, we can see why there is such demand for products by Chandrakala Creations -

★★★★★ Beautiful

"The fabric looks beautiful! I got an orange and-gold saree and the color is so rich and gorgeous! It's my first saree: a friend of mine is getting married to an Indian man. Though, I had to download instructions on how to wear it but I think it looks pretty good for my first time!"

The Amazon Advantage


One of the biggest advantages Chandrakala Creations has seen through Amazon Global Selling is the rapid feedback mechanism that helps them gauge demand in the international markets better. Today, they have expanded to the UK, Middle East, and Australia besides the US. Rahul explained that without Amazon's support, it would have been more difficult to have that kind of reach and exposure in such a short time.

Speaking of customer response, the founder explains that 'reviews' have been a key factor in understanding the market trends and minimizing losses within a span of one-two months. With a goldmine of infrastructure that helps capture the vitals of their business growth like FBA, payment services, customer feedback, ad reports, inventory reports, and customer reports – there is no looking back for exporters such as Rahul in their international selling journey.

We are currently experimenting with the idea of Indo-Western fusions. For example, while the tops we offer are western, the work stitched or weaved on the same is native to Indian handiwork. Today we have a great demand for a range of garments and similar apparel – blouses, headscarves, kids wear amongst others. We once helped a customer with a reference video on draping a saree and her post-purchase review left us all delighted and grateful!

Rahul Agarwal
Founder, Chandrakala Creations





As of date, there are 60,000 Indian exporters who are expanding their global presence through Amazon.

**Did
You
Know?**

Marketplace Expansion



Amazon operates 15 online marketplaces worldwide - excluding India, enabling Indian exporters to grow their business internationally independent of where their business is physically established. With Amazon, manufacturers and retailers can quickly grow their business in other countries, introducing their brand and products to millions of customers through Amazon's marketplaces. These marketplaces together represent one of the world's largest e-commerce opportunities for Indian MSMEs. When one registers to sell in one

of these Amazon marketplaces, they gain immediate access to customers who know and trust the Amazon buying experience. Indian exporters can benefit from the Amazon brand without shouldering the upfront costs of building business name recognition on their own in a new sales environment.



Asia Pacific

Japan
Australia
Singapore^{New}

Middle East

United Arab Emirates^{New}
Turkey^{New}

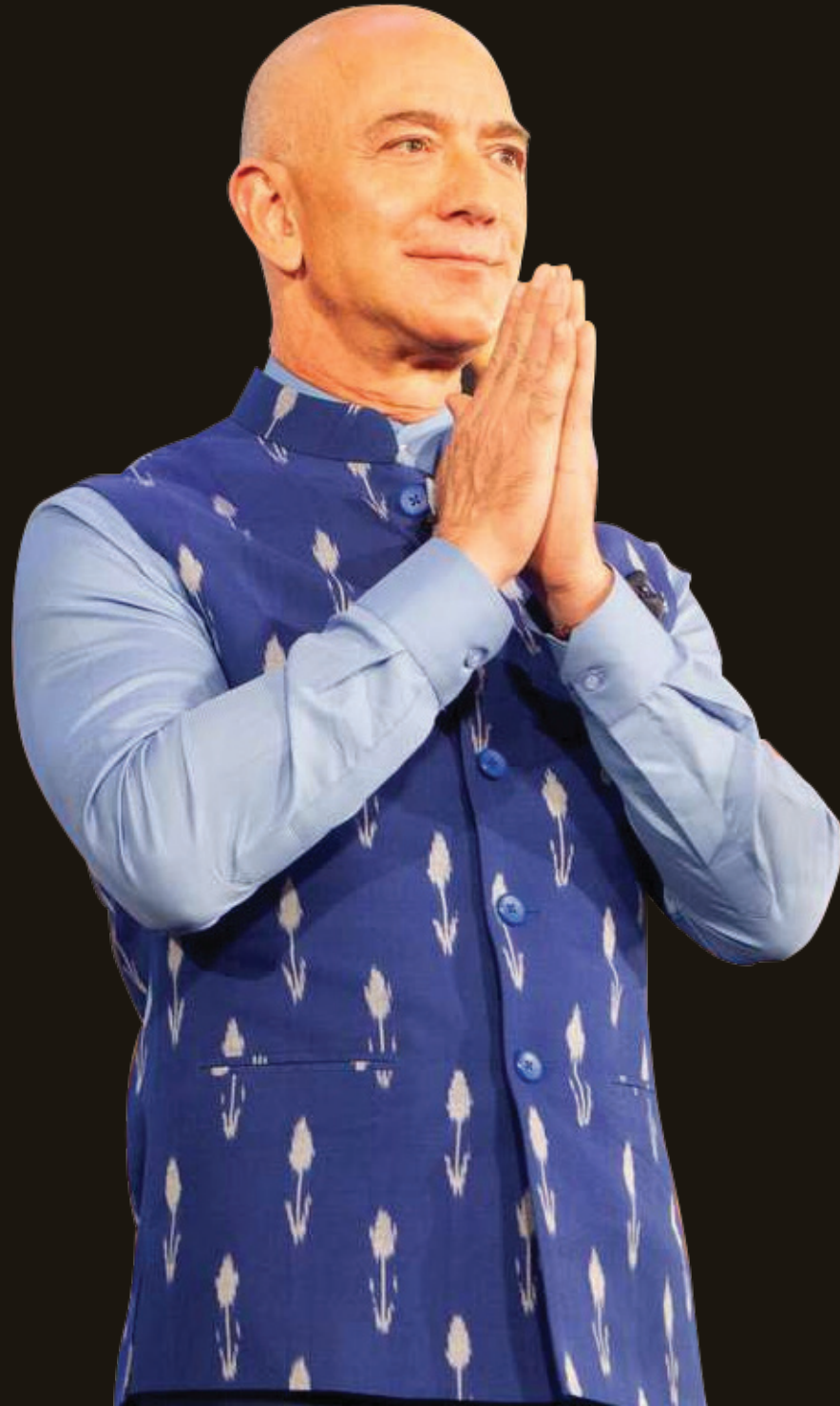
Europe

United Kingdom
Germany
Italy
France
Spain
Netherlands^{New}

Americas

United States of America
Canada
Mexico
Brazil





We are going to use Amazon's global footprint to export \$10 billion of 'Make in India' goods by the year 2025.

Jeff Bezos

The image features a solid orange background with intricate, light-colored mandala patterns in the corners. The Amazon logo, consisting of the word "amazon" in lowercase with a curved arrow underneath, is positioned to the left of the text "global selling".

amazon global selling