



AMAZON EXPORT DIGEST 2017

TAKING **MAKE IN INDIA** TO THE WORLD

amazon global selling



FOREWORD



Saroj, a global seller on Amazon from Ghaziabad, started selling copperware online and was initially doing sales worth Rs 2,000 per month. But then he took a look at the Amazon customer feedback and reviews and realized there was an opportunity to reposition his products, and began using copper mugs as cocktail glasses on Amazon.com for US customers. Within a year, his earnings rocketed from Rs 24,000 to Rs 2 Crore, an increase that any business head would be delighted to see!

Stories like these keep me excited and humbled about the amazing opportunity that we have to transform how India buys and sells. Every other day, I hear such cases where the Amazon marketplace has helped a small Indian entrepreneur scale up to find new customers, not just in India but across global boundaries! Traditional ways of selling are limited in their reach, unlike digital commerce that opens unlimited opportunities to scale and explore new markets anywhere and anytime. This simple but powerful reach of e-commerce and digital economy that Amazon brings to its sellers is helping unleash the entrepreneurial potential of small businesses in India.

What is exciting to me is that the Amazon way of doing business is so well aligned to the larger Indian vision, including various government initiatives such as Start-Up India, Make in India, and Digital India to promote entrepreneurship. The Global Selling Program, launched in India in 2015, opens e-commerce markets to Indian businesses allowing them to go global and showcase their 'Made in India' creations to the world. It opens a floodgate of opportunity for Indian manufacturers and SMEs to design and manufacture products for global marketplaces and get access to millions of Amazon customers and thus build global brands. We are humbled by the progress this program has made. From just a few hundred sellers at the launch of the program three years back to over 32,000 sellers offering 90 million+ products today, the global selling program is scaling and growing each day. The diversity and breadth of 'Made in India' products that Amazon's worldwide customer base can access ranges from products offered by leading Indian brands like Amul, Titan, Dabur, Himalaya, Chandrika, Liberty, Ruosh, etc to environment-friendly plates from Ahmedabad, apparel from Tirupur, printed bedsheets made in Sanganer in Rajasthan, to handwoven sarees by weavers in West Bengal.

It's still Day 1! We believe Amazon Global Selling will transform Indian product exports as it enables more and more Indian manufacturers and exporters to venture into international markets with ease and convenience to unravel the opportunity that lies ahead.

Amit Agarwal

Senior Vice President and Country Head
Amazon India



There has never been a better time for businesses to start thinking about international e-commerce. The complexities of global retail offline – from demand uncertainties, language barriers, and currency conversion to warehousing – are numerous and often cause businesses to hesitate venturing abroad. The Amazon Global Selling program was launched to help mitigate these difficulties, allowing businesses to focus on global expansion and operations. With operations in ten international marketplaces and customers in nearly 180 countries, businesses through Amazon get the opportunity to connect to millions of loyal customers worldwide. Sellers get to leverage gold standard offerings such as Fulfillment by Amazon and a host of services such as cataloging, imaging, and access to third parties providing solutions and guidance for tax filing, sourcing, export-related modalities, and more. In addition, businesses also benefit from customers' immediate trust and value in the Amazon brand. Today, customers across the world have access to millions of products listed on global Amazon marketplaces from India. For sellers, this is not just an additional marketplace to tap a new audience, but it also allows them to explore new and unconventional usage for their products abroad. From ghee being used with coffee to printed bedsheets used as beach throws, Indian manufacturers have uncovered a whole new demand for their products. The opportunity is huge and this is just the tip of the iceberg. There are thousands whose lives we have touched and millions more still out there!

Eric L. Broussard

Vice President and Head
International Seller Services, Amazon.com



METHODOLOGY

This report represents insights from Amazon's internal data studies of all international selling transactions by Indian sellers on Amazon's international marketplaces, and the buying transactions of Amazon's international customers of Indian sellers' products. The growth percentages are a representation of the year 2017 over the year 2015 (the year Amazon Global Selling Program was made available in India). The top product categories and states/cities showcase a view of the complete two years of business till 31st December, 2017.

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To do a business that helps reduce the plastic footprint is in itself very satisfying. But to see that the work positively impacts so many lives is an amazing feeling.



“

Fostering a positive environmental impact while ensuring enhanced livelihoods

How it began: Reducing the plastic footprint and creating a positive impact in the work environment was always on my mind. And that's how EcoRight as an organization was born in 2017. We are a young startup trying to create a positive impact on the world by offering reusable, natural, appealing, and affordable bags made of cotton and jute.

The journey: When we decided to start retailing these bags online, I was drawn towards Amazon instinctively because I am a loyal Amazon shopper myself. I also spoke to some other sellers and the general feedback was that Amazon's global selling program and systems are far superior to other portals. The journey so far has been great.

Amazon & EcoRight: Through Amazon, we've been able to get almost immediate proof of concept. In our first month of operations we were selling bags in places like Austin and San Jose. Something that we couldn't have imagined if we had not gone on Amazon and FBA. Amazon was able to get us superior distribution and reach right at launch. Amazon has also helped us develop our brand credibility through customer reviews and ratings.

Unforgettable moment: We started by selling close to 100 bags in our first month on Amazon.com and right now we average around 1,500 bags a month. To do business that helps reduce the plastic footprint is in itself very satisfying, but to see that the work is impacting so many lives positively is an amazing feeling.

EcoRight today: EcoRight has six full-time employees. Our manufacturing partner employs close to 150 employees. 90% of our labour workforce are women because:

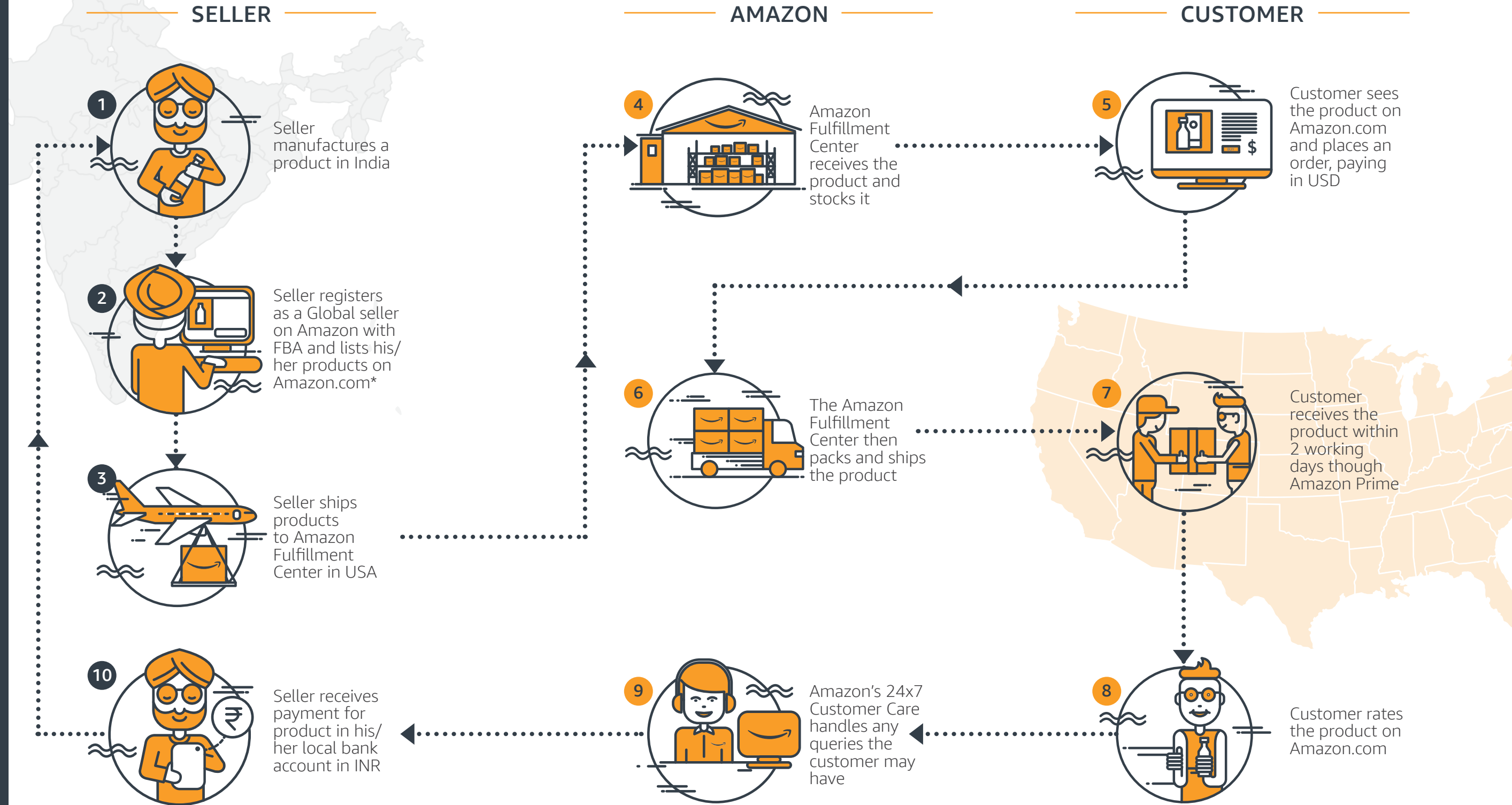
We provide comprehensive training and help them rise to skilled workforce. Because we are audited by SEDEX (4 pillar) norms, we comply with all ethical, legal, social, and environmental norms. This means they have a workplace where they are paid government approved wages, they are paid on time, and have a safe work environment. We also provide dignity in what they do by providing small value adds like a proper lunch room, specially constructed washrooms, easy access to clean drinking water – all in house. We also provide interest-free loans to the children of our workforce that cannot afford to send their children to school. We also follow up with each child to see how they are faring in school and if there is anything we can do to help them along. We believe that every single person has value to add to the business. If they are not working as per potential then we make sure to re-train them. There is no insecurity about their work.

Udit Sood
EcoRight, Ahmedabad



FROM INDIA TO ANYWHERE FULFILLED BY AMAZON

Seller sells it, we ship it. Amazon has created one of the most advanced fulfillment networks in the world. With Fulfillment By Amazon (FBA), sellers store their products in Amazon's Fulfillment Centers across the world; we pick, pack, ship and provide customer service for these products. Best of all, when sellers choose FBA, their products are eligible for Amazon Prime FREE Two-Day Shipping (for prime customers) and FREE Shipping (for all customers).



*Sellers on Amazon.com can sell their products in any of ten international marketplaces

THE AMAZON EXPORT ADVANTAGE

TRADITIONAL EXPORTS



Time-consuming customer discovery



Manual logistics for product delivery



Complicated return policy



Separate investment for customer care



Unpredictable payment schedule



High initial investment

AMAZON EXPORTS



Instant access to hundreds of millions of Amazon customers



Fulfillment by Amazon (FBA) – You sell it, we ship it



Easy returns with FBA



24x7 Amazon Customer Care



On-time payments in INR, in your local bank account



Low initial investment



“

We were happy to see the response received. Our product clicked so well. In 10 days, our products were sold out. Because of Amazon we were able to connect with a consumer sitting at the opposite end of the globe and get direct feedback.

”

“

Re-starting a career to pursue entrepreneurial dreams

How it began: It all began when I heard that Walmart was looking for suppliers of eco-friendly, disposable plates. At the time I was the Vice President at Citibank, handling trade. I did some research and discovered a big market for eco-friendly plates. And this is how my husband, T Harsh, and I launched Adaaya in 2014.

The journey: While we were focused on exports right from the start, we realized it wasn't easy as we had to rely on just cold calls. We followed the sun, literally! Our day started by calling potential clients in Japan and we ended the day by making calls to the US. Opening a new market is a tough task as distributors there don't know you. One of the first calls we made converted in 2016 — that's how time consuming it can be sometimes.

Amazon & Adaaya: We signed up on Amazon.com in the year 2016 and went in with no expectations — all we knew was that we had to courier our products to Amazon US and they would take care of the rest. And then something unexpected happened. In just 10 days our products were sold out! And all this was because Amazon helped us connect with a consumer at the opposite end of the globe! These very customers were able to give us direct feedback, which helped us make the product better before we sold the next batch. This direct and prompt feedback does not happen when you sell through a distributor or retailer. And some feedback like the one we got from Fernanda (in California) – who appreciated that we make products from leaves and that it's good for our planet too – encouraged us more.

Unforgettable moment: The beginning of the journey, though simple, was definitely scary and remains unforgettable. I had a great job and so often questioned whether I had taken the right decision. However, my gut told me I was right and I just went forward with this instinct and reached where I have today. I can truly say that what I've learnt in these 3 years, I hadn't in my entire life.

Adaaya today: We get about 15% of total sales from Amazon, which is approximately 500 orders a month, and I'm targeting sales worth \$2 million in FY 2017-18. I have 19 people working in my factory and most of them are women. It gives me a feeling of immense pride to see their dedication and motivation to learn new technology.

Roli Bhat
Adaaya, Chennai



AMAZON GLOBAL SELLING INDIA OVERVIEW



224%
growth in **Indian Exporters**



500% growth
in **Indian Products**
on Amazon's international
marketplaces



310% growth
in **Indian Exporters**
using Global Fulfillment
by Amazon (FBA)



AMAZON GLOBAL SELLING INDIA OVERVIEW

INDIA OVERVIEW

Top Product Categories being Exported



States with the maximum number of International Exporters

- 1 Delhi
- 2 Rajasthan
- 3 Maharashtra
- 4 Gujarat
- 5 Uttar Pradesh

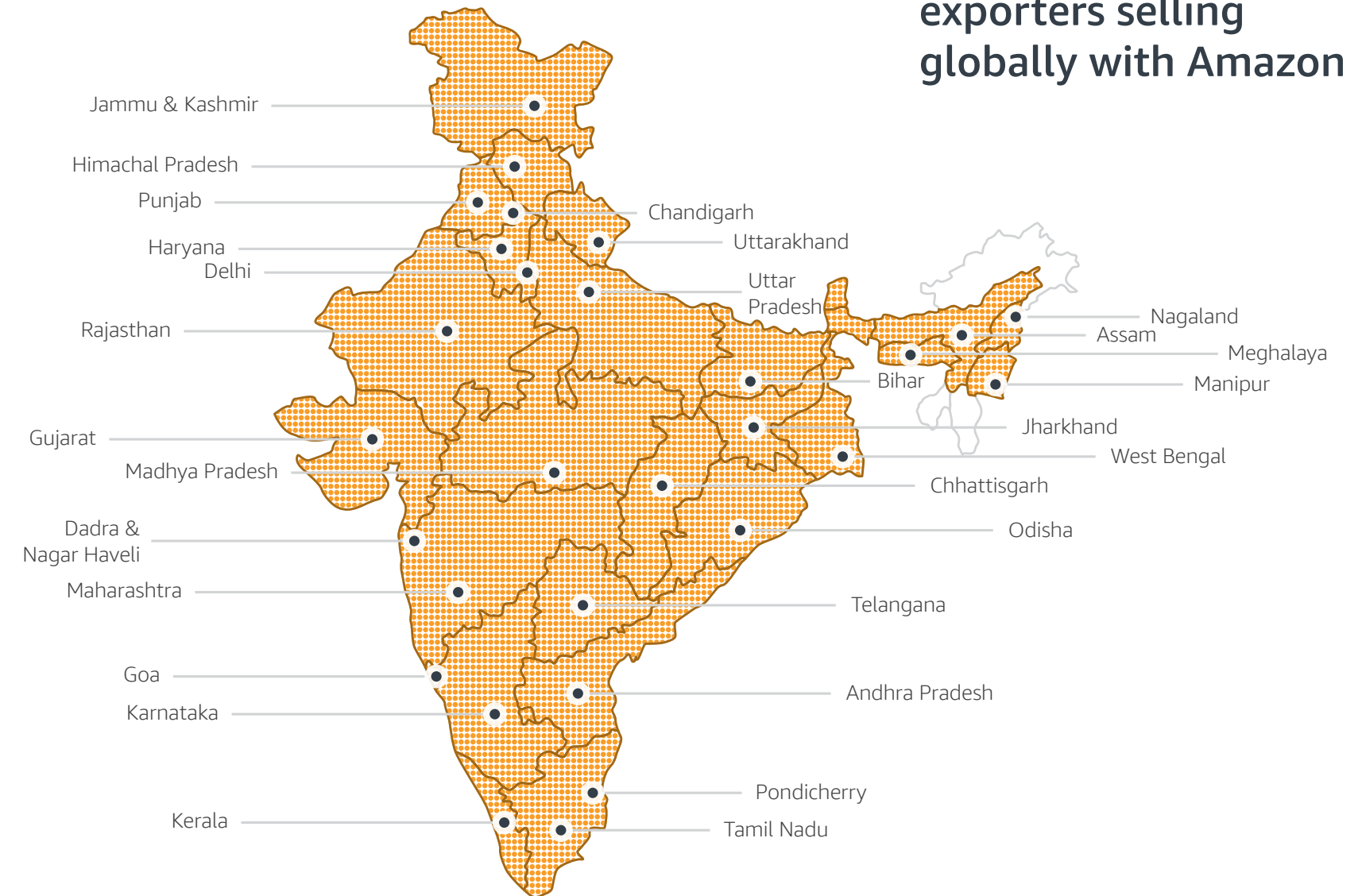
METROS Cities with the maximum number of International Exporters

- 1 Delhi
- 2 Mumbai
- 3 Bangalore
- 4 Hyderabad
- 5 Kolkata

NON-METROS

- 1 Indore
- 2 Surat
- 3 Ahmedabad
- 4 Ghaziabad
- 5 Pune

32,000+
exporters selling globally with Amazon



AMAZON TRIVIA

International customers are loving the product range from Indian sellers. Many of these products are finding new uses abroad.



Indian bedsheets are a big hit in the West – but not in any way you can imagine! Owing to their colorful designs, they have been adopted as beach towels, throws, and wall hangings.



The rich flavor of **shudh ghee** is being recognized by coffee connoisseurs around the world. They are being used as a supplement to enhance coffee blends.



The benefits of **copper utensils** are slowly but surely being realized world over – notably as tumblers to serve beer and cocktails. That's one glass you won't have to worry about tipping over!



And finally, **Chandrika soap** is being heralded as a lather inducer for shaving by virtue of its all-natural nourishing qualities.

AMAZON GLOBAL SELLING NORTH INDIA FOCUS



114% growth in
**North India-based
exporters** selling
globally



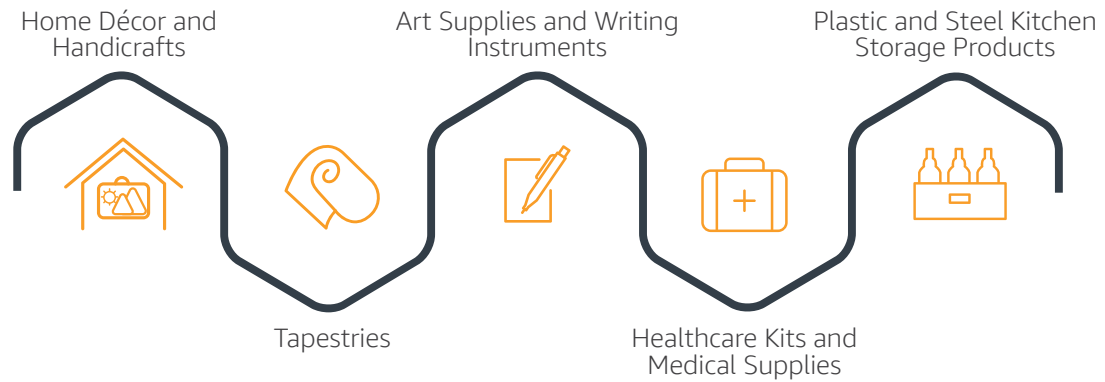
563% growth in
**North India-based
products** on Amazon's
international marketplaces



AMAZON GLOBAL SELLING NORTH INDIA FOCUS

NORTH INDIA FOCUS

Top Product Categories being Exported



Emerging Product Categories



States with the maximum number of International Exporters

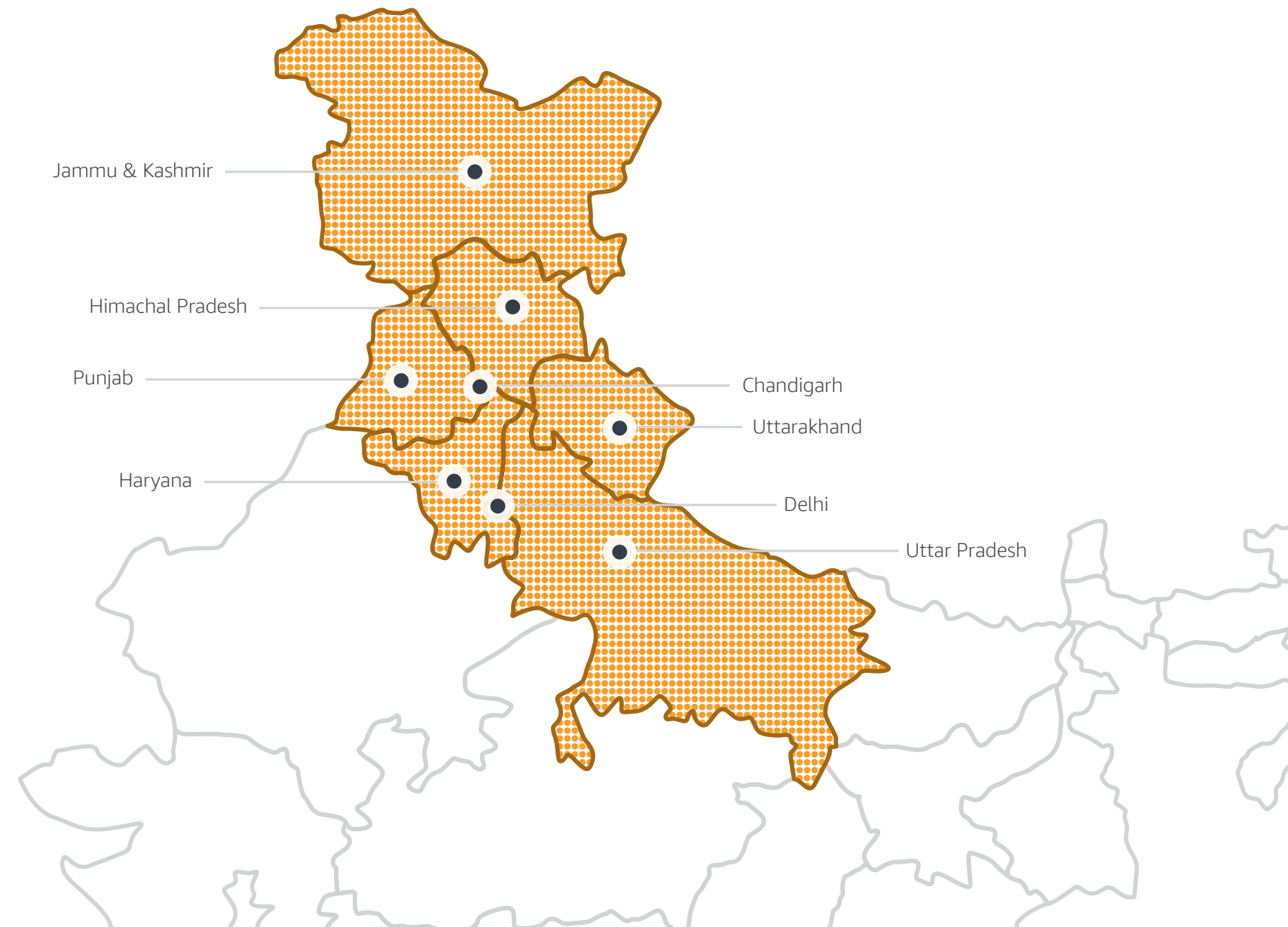
- 1 Delhi
- 2 Uttar Pradesh
- 3 Haryana
- 4 Punjab
- 5 Uttrakhand

Cities with the maximum number of International Exporters

- 1 Delhi
- 2 Ghaziabad
- 3 Amritsar
- 4 Lucknow
- 5 Faridabad

Emerging Exporter Cities

- 1 Allahabad
- 2 Aligarh
- 3 Kanpur
- 4 Varanasi
- 5 Srinagar



Map source: d-maps.com



“ The biggest joy I get from this work is that I am associated with nearly 200 artisans and their families. The artisans are able to keep their tradition alive and earn good money. And I am showcasing their products worldwide. I get immense joy from this. ”

“ Showcasing local craftsmen on a stage unlike any other

How it began: I don't hail from a business family; in fact I was pretty happy as an IT professional. My brother however, is a businessman and when his business was not doing too well, we as a family thought of doing something that is niche and yet could be mainstreamed. Agra is home for us and then it struck us that we should be focusing on the beautiful handicrafts of Agra. That is how StonKraft was born in the year 2015.

The journey: We knew of many artisans who were hugely talented and hailed from in-and-around areas of Agra like Moradabad, Aligarh, Jaipur, and Amritsar. We decided to showcase the handicrafts of Agra on an e-commerce site. From chess boards to brass and wooden items made by artisans, we had access to a lot of articles with very intricate designs that were uniquely Indian. We decided to sell these products online.

Amazon & StonKraft: We signed up with Amazon.com in 2015 as we knew that our products were very Indian and would have a great market globally. And ever since StonKraft started exporting, our business margins have gone up by 25-30%. The artisan market has also changed. We give artisans a bulk order and pay them upfront so that they remain associated with us. Selling globally not only meant that the product should be authentic, reflecting age-old traditions, but that it should also be useful. By letting the artisans know which products are doing well on Amazon (gathered from good reviews and ratings) we could focus on these products and produce them ourselves. Navneet Sharma, for example, has been associated with us for the last 3-4 years and is also our biggest vendor. He says that 80% of his work comes from them and he is encouraged to work for high quality products when he hears of people 'liking' them on the website.

Unforgettable moment: The biggest joy I get from this work is that I am associated with nearly 200 artisans and their families. The artisans are able to keep their traditions alive and earn good money. And I am showcasing their products worldwide. I get immense joy from this.

StonKraft today: We started selling on Amazon.com in 2015. By 2016 end, within 2 years, it has become 50% of our business. More than 50% of our business comes from Amazon.com. Though there are thousands of products on Amazon.com, unique items are hard to find. We are hopeful that this year, through Amazon, we will also sell to Canada, Japan, and other countries.

Sachin Gupta
StonKraft, Agra

NORTH INDIA FOCUS



AMAZON GLOBAL SELLING EAST INDIA FOCUS



74% growth in East India-based exporters selling globally



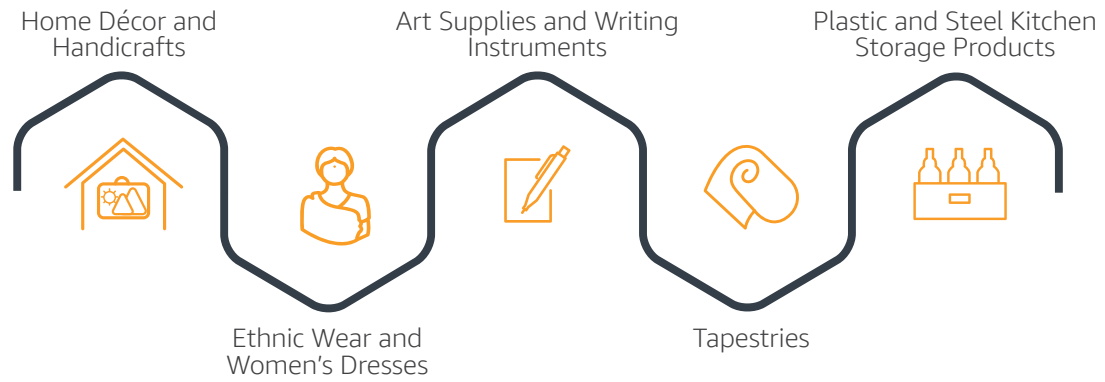
271% growth in East India-based products on Amazon's international marketplaces



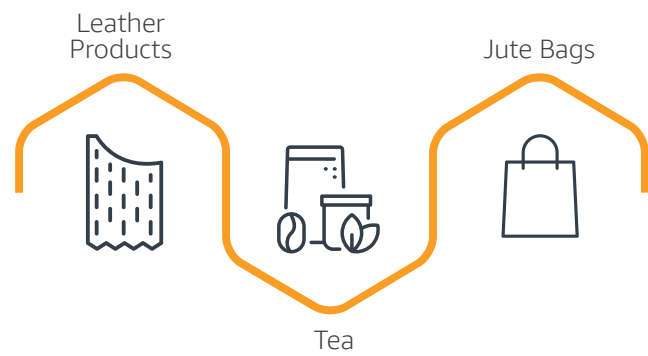
AMAZON GLOBAL SELLING EAST INDIA FOCUS

EAST INDIA FOCUS

Top Product Categories being Exported



Emerging Product Categories



States with the maximum number of International Exporters

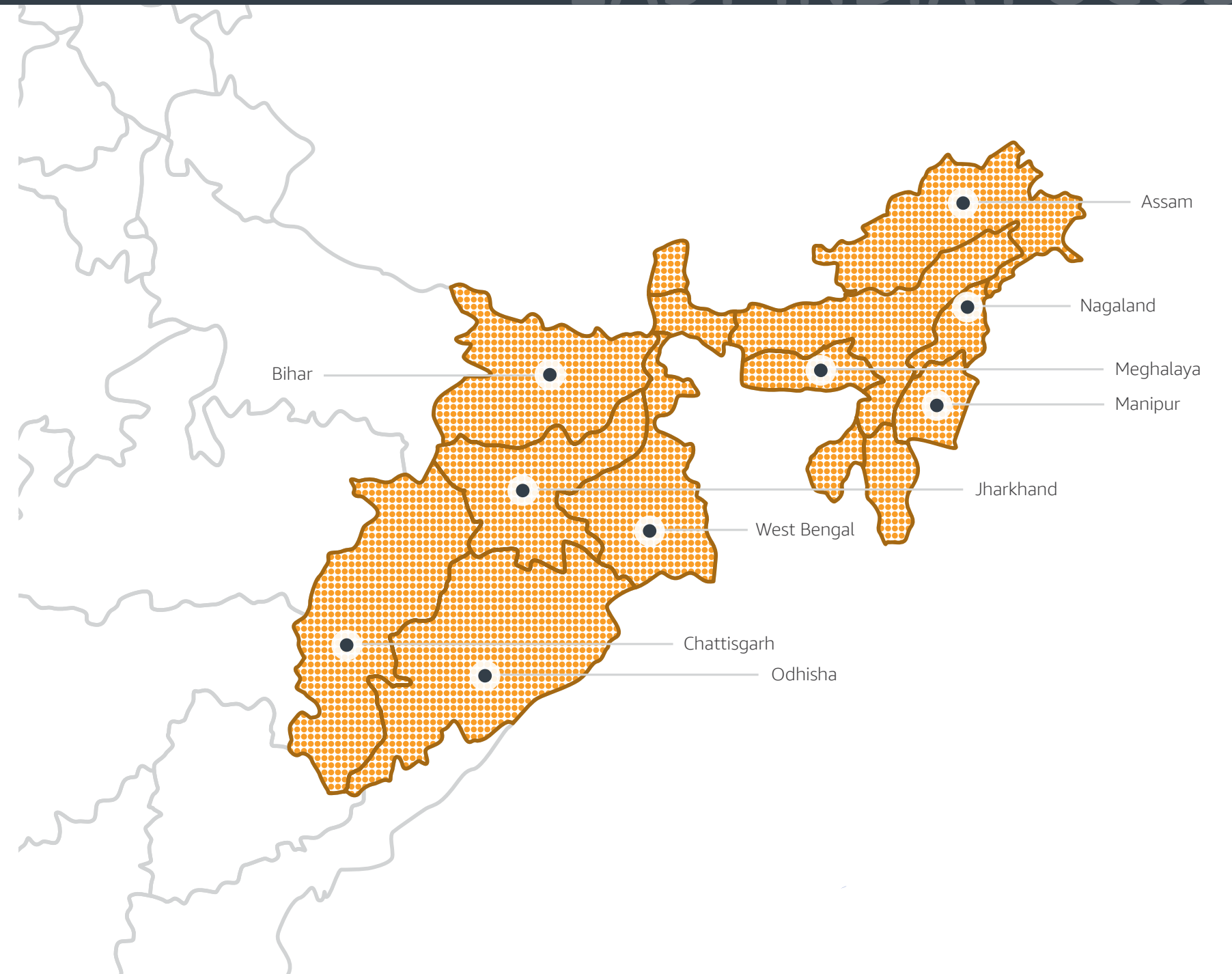
- 1 West Bengal
- 2 Bihar
- 3 Jharkhand
- 4 Assam
- 5 Chhattisgarh

Cities with the maximum number of International Exporters

- 1 Kolkata
- 2 Ranchi
- 3 Raipur
- 4 Guwahati
- 5 Patna

Emerging Exporter Cities

- 1 Durg-Bhilai



Map source: d-maps.com

“

My family was skeptical but now they are happy to see the sales grow by 40%. It is my time to say 'I told you so'.

”

“

Hurtling from B2B to B2C seamlessly with the Amazon advantage

How it began: I hail from a family that has for three generations been in the leather business – basically selling finished leather products domestically and internationally, but offline in a B2B environment. After I got my business degree, I knew that this model of business needed to change. We needed to move from B2B to B2C and that's how our leather business went online in 2015.

The journey: Considering the opportunities a B2C channel has to offer, I knew it was the right time to expand our business online. Also, since we were selling internationally I knew we would get a wider audience if we went online and that's when I thought of Amazon.com.

Amazon & Azra Jamil: We joined Amazon.com in 2015 with only one question in mind — will it sell? Having said that, I also knew that when it comes to e-commerce, Amazon is the best marketplace there is and so I looked nowhere else to kickstart my online business. One year into our online business and all doubts that my family and I had were laid to rest. The response was so good that it gave us the confidence to continue this amazing journey.

Unforgettable moment: As I said, business is in our genes, and my family had been running the business well for three generations. So I totally understood when my family was skeptical about me taking the business online. They were not too confident. However, they are happy to see how much the business has grown. It's been a struggle but definitely a good one. It is my time to say 'I told you so'.

Our business today: When we began in 2015, we had a small team of eight people, which has grown now. Our sales have increased by 40% by selling on Amazon US, and the positive comments and ratings for our products by US customers, and that other customers like the quality of our products motivates us to keep innovating our products. Amazon now contributes to 40% of our overall business and we sell exclusively on Amazon in the US. My aim is to expand to all 10 marketplaces of Amazon around the world.

Shahaan Jamil
Azra Jamil, Kolkata

EAST INDIA FOCUS



AMAZON GLOBAL SELLING SOUTH INDIA FOCUS



81% growth in
**South India-based
exporters** selling
globally



52% growth in
**South India-based
products** on Amazon's
international marketplaces



AMAZON GLOBAL SELLING SOUTH INDIA FOCUS

SOUTH INDIA FOCUS

Top Product Categories being Exported



Emerging Product Categories



States with the maximum number of International Exporters

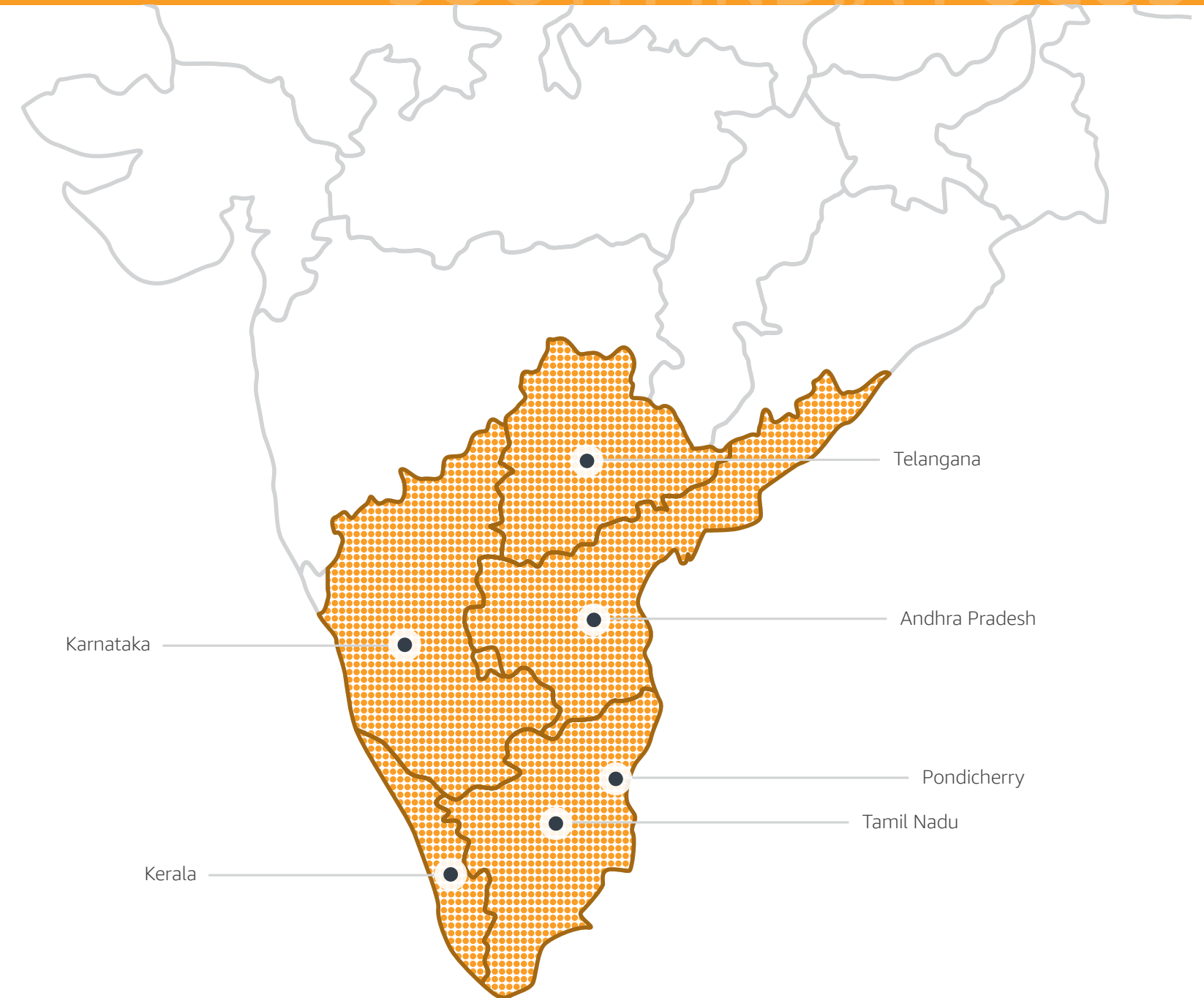
- 1 Karnataka
- 2 Tamil Nadu
- 3 Andhra Pradesh
- 4 Telangana
- 5 Kerala

Cities with the maximum number of International Exporters

- 1 Bangalore
- 2 Chennai
- 3 Hyderabad
- 4 Coimbatore
- 5 Madurai

Emerging Exporter Cities

- 1 Thiruvananthapuram
- 2 Vijaywada
- 3 Tiruchirapalli
- 4 Kozhikode
- 5 Belgaum





“

Sitting in a small town in Namakkal, we were able to control the business – from fixing quantities, prices, products, everything. It (Amazon) gave us complete freedom.

”

“

Accelerating a family-run business towards global expansion

How it began: I have been associated with the textile business since 1985. It's a family business started by my grandfather and father in a small town called Namakkal in Tamil Nadu. I was initiated into this from a very young age – all our family members work here – even my mother comes to office, even now! When the wave of globalization swept India in 2005, we invested a lot in spinning and weaving – as a result our productivity increased and so did our quality. All good exporters were buying fabric from us. So we thought if we have the best product, why can't we also make up and convert this into a ready-made unit and ship these articles for export? That's when we joined Amazon in 2017.

The journey: When we began, I was aware that in the last five years in Europe, UK, and US lots of physical stores were closing, suffering losses, etc. I then knew that in the future we will not require a physical store to display all the products. I knew what we had to do. We knew we had to go online and sign up with Amazon.com. It is after all the biggest mall in the world where lakhs of people 'surf' every day. I just knew this was the right opportunity.

Amazon & Callista: We registered our brand, Callista, in USA and with Amazon. We also had a lot of questions, because so much of our stock was going to be in US. But we found the Amazon marketplace to be very user-friendly. The stocks, the deliveries, all communication, reconciliation — everything was on the computer and digitized. We started our first shipment that landed in January 2017. From bedsheets to other ready-made products, we are exporting now globally. We tie up with a lot of sellers who sell their goods online – they grew at 40% per year and we grew with them. We can have the best of technology, but only when we have the best of people, can we really create a lovely product.

Unforgettable moment: Our town till date has been known for poultry, education, transport, etc. Now we have added textile to it. When we started, we never knew that sitting in a small town in Namakkal, we could control a global business. But here we are doing exactly that – we fix the quantities, prices, product — for everything that we export. It gives us complete freedom and that is truly special.

Callista today: When we began, we set a target of \$1 million. We have already passed more than 50% of the target, and we are very confident that we will surpass this \$1 million within this financial year. And this has given us motivation to grow more with Amazon in various geographical locations like UK, Europe, Australia, and Japan.

Sathesh Nallathambi
Callista, Namakkal

SOUTH INDIA FOCUS



AMAZON GLOBAL SELLING WEST INDIA FOCUS



112% growth in West India-based exporters selling globally



187% growth in West India-based products on Amazon's international marketplaces



AMAZON GLOBAL SELLING WEST INDIA FOCUS

WEST INDIA FOCUS

Top Product Categories Being Exported



Emerging Product Categories



States with the maximum number of International Exporters

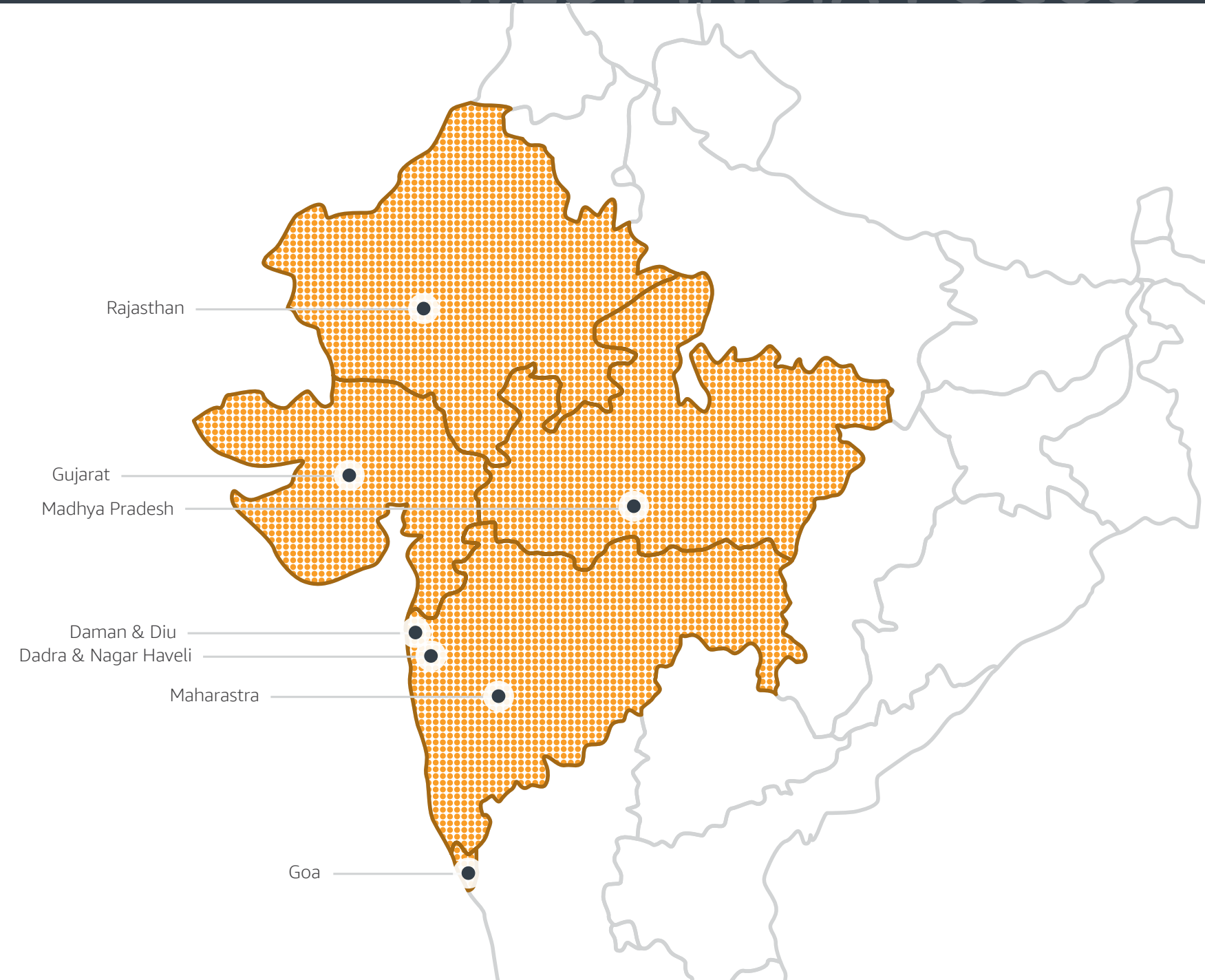
- 1 Rajasthan
- 2 Maharashtra
- 3 Gujarat
- 4 Madhya Pradesh

Cities with the maximum number of International Exporters

- 1 Mumbai
- 2 Indore
- 3 Surat
- 4 Ahmedabad
- 5 Jodhpur

Emerging Exporter Cities

- 1 Nashik
- 2 Jabalpur
- 3 Bhiwandi
- 4 Solapur
- 5 Aurangabad



“

I never expected that Amazon will help me in this way to build my brand internationally. People now say that they want a product of the brand Herbs & Crops.

”

“

Leveraging Amazon to grow a small-town start up

How it began: My family business is retailing electronics goods. Though my family wanted me to continue this business, I never wanted to sit in a shop and sell stuff. I wanted to do something different. I was not aware of what to do, I just had a single office of 200 sq ft and after lot of thought on industry trends and gaps, I decided to deal in natural herbs, because it is a booming product which can be used in the cosmetic industry, healthcare, and food industry. That is when Herbs & Crops Overseas began in 2013.

The journey: Once I decided that I was taking the herbal route to set up my business, I started stocking new products. Six months after launching my business, I got my first export enquiry. I packed the products myself, did all the documentation, and completed my first export transaction. The sales were slow and business was taking time to pick up. My family was not convinced that this will work. That is when I decided to take my business online and signed up with Amazon.com in February 2016. I knew we had a unique product that would do well globally.

Amazon & Herbs and Crops: After signing up with Amazon.com we had to wait initially as we were still getting just 2-3 orders per day. We then became part of Amazon's FBA program and the sales picked up - especially on Cyber Monday and Black Friday, the major sales period of Amazon.com.

Unforgettable moment: There were times when my entire family doubted my business acumen and were wondering if I did the right thing by starting a new business. But my mother always told my father to allow me do whatever I want because she knew I will succeed. Today when I see a 200% growth in my business, I feel proud – for making my mother and my family very happy.

Herbs & Crops today: In this one year we've seen a growth of 200% in our business. Apart from US, we are also going to Amazon UK and Amazon Japan. We are happy that even when we are sleeping, Amazon is taking care of our online business in US. I never expected that Amazon will help me in this way to build my brand internationally. And people now say that they want a product of the brand Herbs & Crops.

Manish Jain
Herbs & Crops Overseas, Ahmedabad

WEST INDIA FOCUS



AMAZON GLOBAL SELLING INTERNATIONAL DEMAND FOR INDIAN PRODUCTS

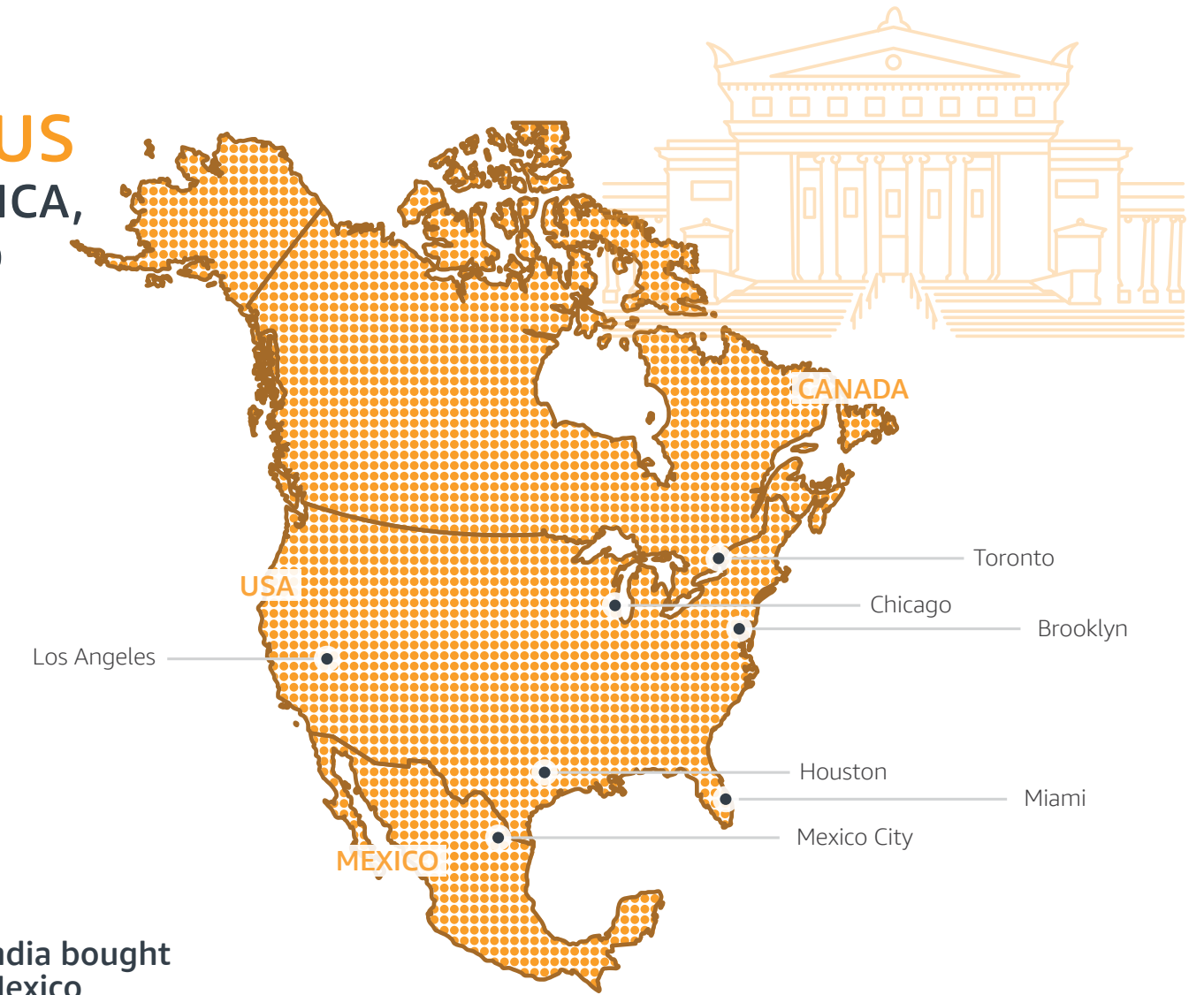
10 INTERNATIONAL MARKETPLACES

- US
- Canada
- Mexico
- UK
- Spain
- Germany
- Italy
- France
- Japan
- India

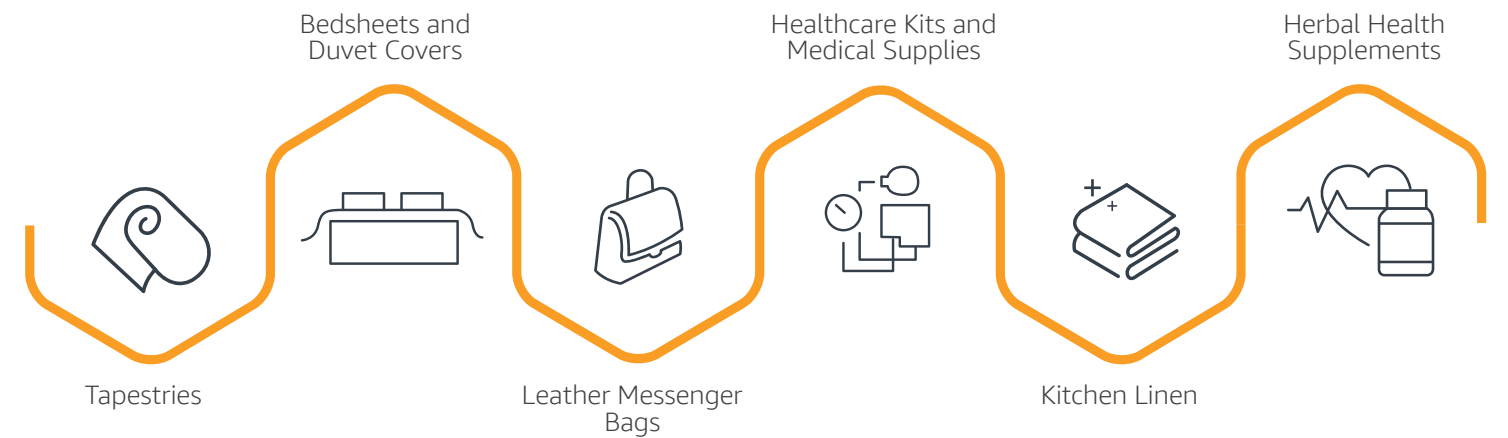


AMAZON US NORTH AMERICA, CANADA, AND MEXICO

Top Cities buying
Products from
India



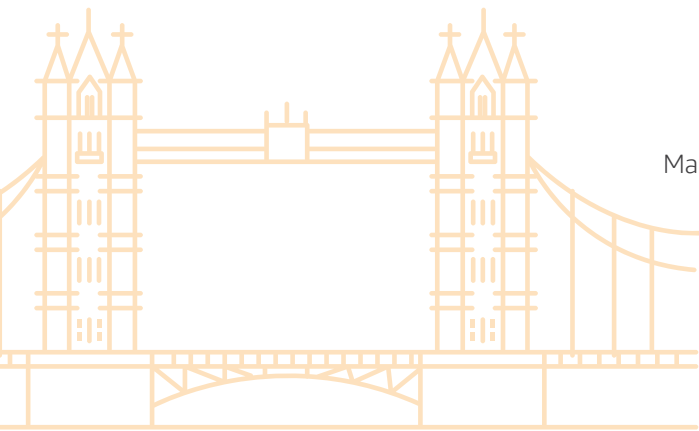
Top Products from India bought
in US, Canada, and Mexico



AMAZON EUROPE

UNITED KINGDOM, SPAIN, GERMANY, ITALY, AND FRANCE

Top Cities buying Products from India

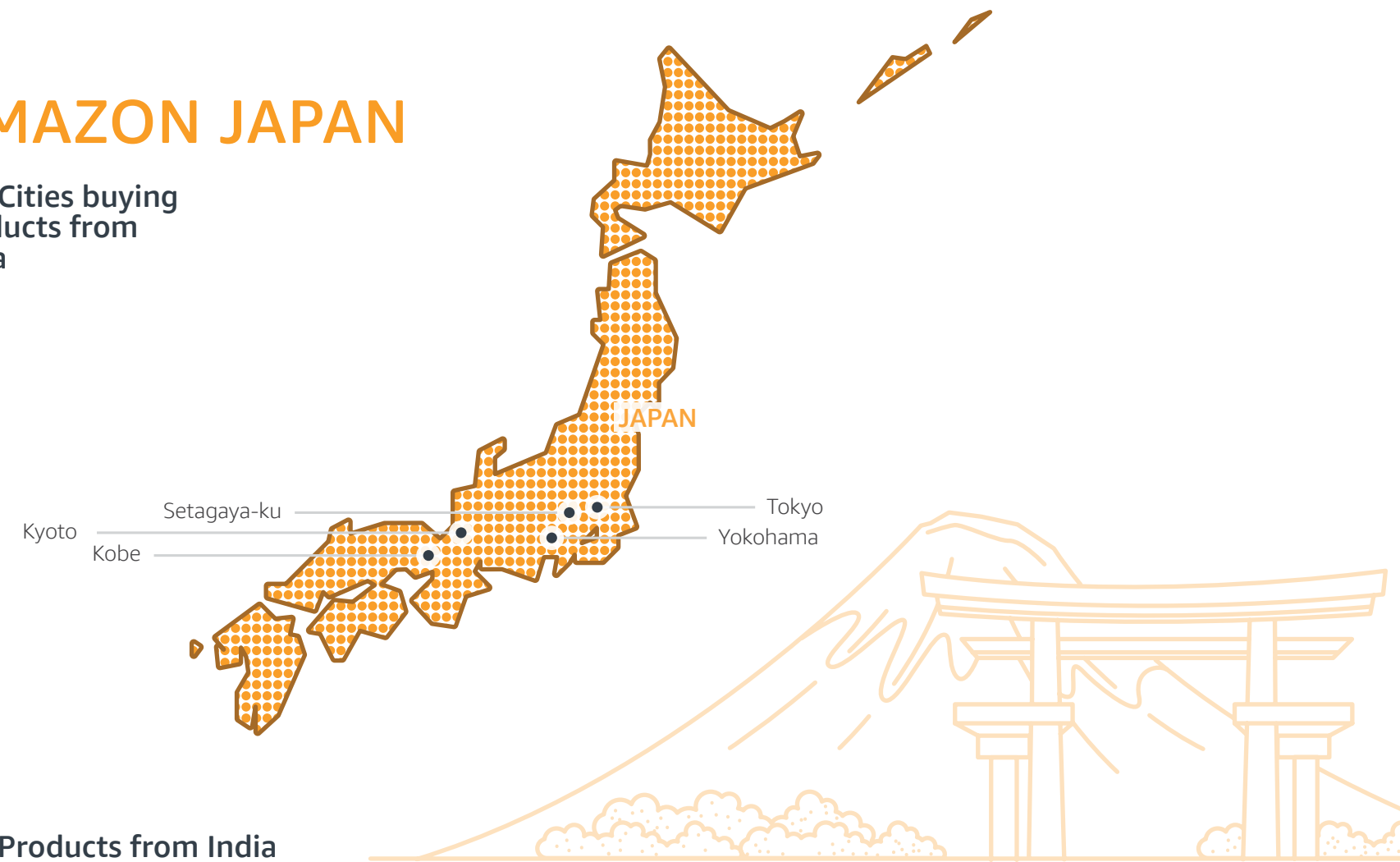


Top Products from India bought in Europe

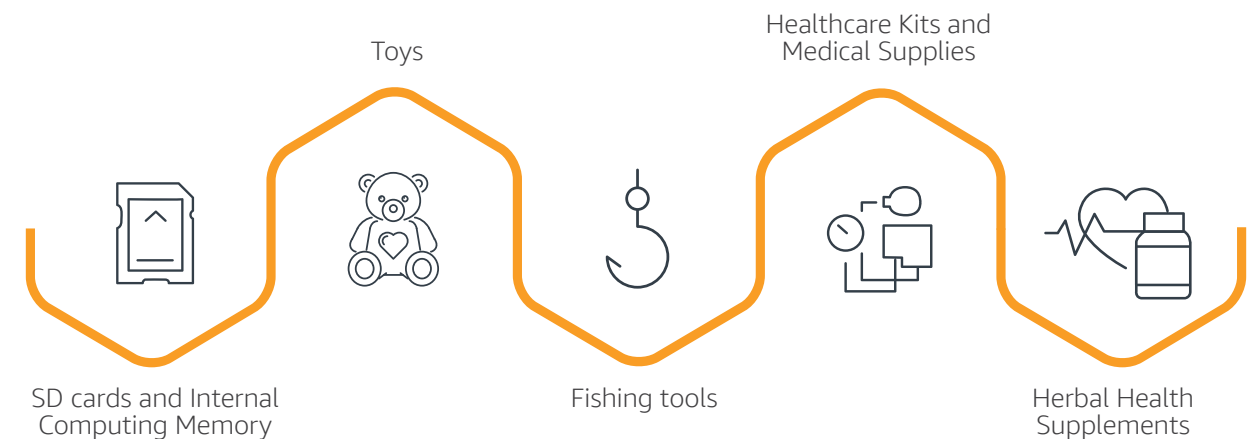


AMAZON JAPAN

Top Cities buying Products from India



Top Products from India bought in Japan



INTERNATIONAL SALE-PERIOD TRENDS FOR INDIAN EXPORTERS SELLING GLOBALLY WITH AMAZON

Amazon Prime Day

682%
growth in **seller participation**

202% growth
in **product range**

406% growth
in **units sold**

Top Products purchased on Amazon Prime Day



Bedsheets & Duvet Covers



Tapestries



Home Storage - Plastic, Copper, Steel, & Wood



Travel & Outdoor Gear



Leather Bags, Journals, & Accessories

Amazon Cyber Monday

183%
growth in **seller participation**

168% growth
in **product range**

229% growth
in **units sold**

Top Products purchased on Amazon Cyber Monday



Bedsheets & Duvet Covers



Tapestries



Home Storage - Plastic, Copper, Steel, & Wood



Leather Bags, Journals, & Accessories



Travel & Outdoor Gear

Amazon Black Friday

183%
growth in **seller participation**

168% growth
in **product range**

243% growth
in **units sold**

Top Products purchased on Amazon Black Friday



Bedsheets & Duvet Covers



Tapestries



Leather Bags, Journals, & Accessories



Glassware



Herbal Supplements



“

After starting this online business – even though we are working 24/7, 365 days – I am not much stressed actually. I have quality time with my family now.

”

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Fulfilling a dream of building a global brand

How it all began: Not many know that Tiruppur, a small district in Tamil Nadu, is the hub for international fashion. I started my fashion company in 1999, in a small way with just a 1,000 sq ft area of space and 50,000 INR investment. Till 2012, I was doing exports and business was fine. However, in 2012 there was a dyeing issue related to pollution; due to which many factories shut down in Tiruppur. The break of one year forced me to rethink my business strategy and that's when I thought of establishing my own t-shirt brand and go online.

The journey: I had already done business offline and knew the challenges. The online world however, was very different. There was ease of doing business and one could start immediately. That's how my brand called Espresso was born and I signed up with Amazon.com in 2015.

Amazon & Espresso: When people ask me what is EWspresso, I say it's a type of coffee. What's the relation between t-shirts and Espresso? Basically I am a coffee lover and I couldn't think of any other name that could explain my passion. When I started with Amazon.com the sales were somewhere around \$25-30. All of a sudden when Prime Day came, orders started flowing in. Every second we were getting orders. Unexpectedly, we got \$10,000 of business in a single day!

Unforgettable moment: When a US customer wears my product and describes it with positive reviews for our design or garment, it's a different feel. The customer reviews and ratings help me improve my product. We are working 24/7, 365 days and I never feel the stress since I am doing what I love. I am really thankful to God.

Espresso today: With such great sales in the US, I am motivated to expand my business to UK clients as well. In 2017, we have reached the point of around 100 pieces a day, with almost a turnover of around 800-1,000 dollars a day. That's huge for me.

V G Sivaraj
Espresso International, Tiruppur



It's still **Day 1**

From India, with love ♡



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