

An invitation to

Sell on amazon

The Amazon logo arrow is a yellow curved line that starts under the 'a' in 'amazon' and ends under the 'n', pointing to the right.

E-Commerce in India

20X growth

projected in 10 years (2015-25)

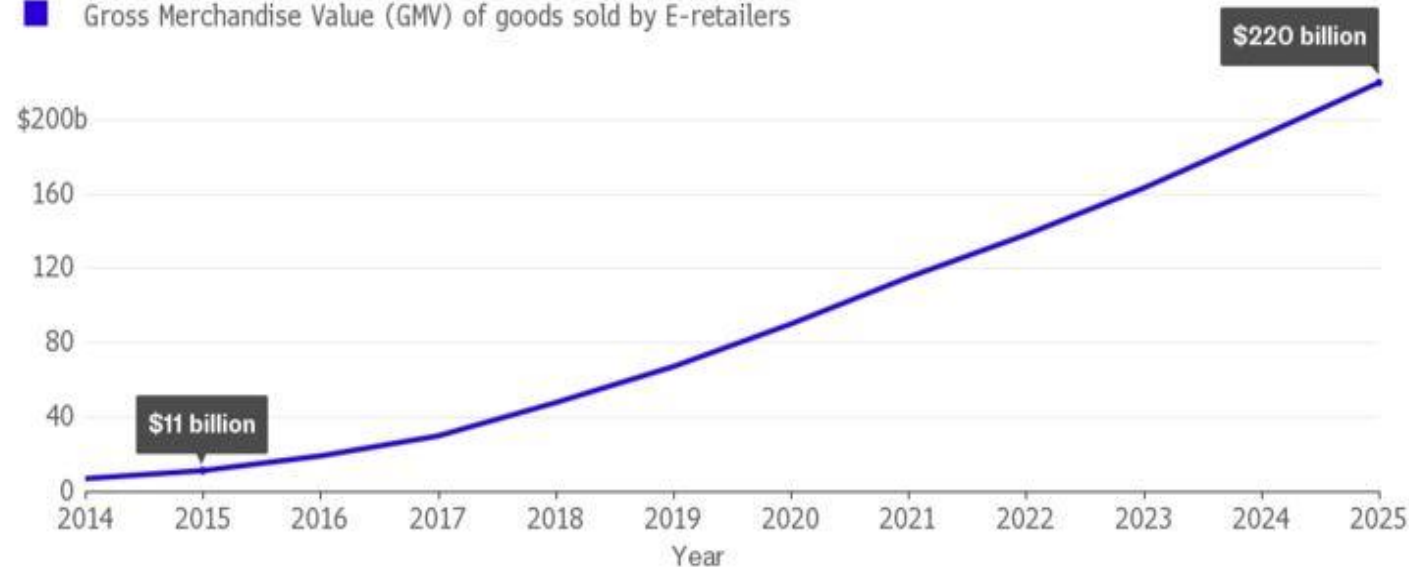
**Large brands, offline players
are joining the growth journey**

**Adoption of ecommerce
is not a question of IF?**

It is a question of WHEN.

India E-commerce Projected Growth

■ Gross Merchandise Value (GMV) of goods sold by E-retailers



Bank of America Merrill Lynch projections, Nov. 2015

2015-2025 data are projections

Bloomberg

Amazon launched in June, 2013. Today...

18 Crore+
Products

6 Lakh+
Unique Sellers

Most visited
E-Commerce site

Preferred destination
for Product Search



More product searches happen on
Amazon.com than all search
engines put together



1 in 4 customers researched
products on Amazon before
making an offline purchase



Becoming 1st destination for shopping

Business model of a market place



**A marketplace brings
Sellers and Buyers
together**

**Seller decides which
products to sell, what price,
how to deliver the product**

**Marketplace helps with
logistics, payments,
promotional activities**

Amazon Grocery

amazon.in
Grocery & Gourmet Foods

Deliver to Nithin
Bengaluru 560037

Buy Again Nithin's Amazon.in Today's Deals Amazon Pay Sell Customer Service Mobiles Baby Computers Books

THE FORGOTTEN ARMY
Join Prime for *129/month

India's Largest Grocery & Gourmet Foods Store

Shop over 3.5 lakh products across [Tea, Coffee & Beverages](#), [Snack foods](#), [Cooking Supplies](#), [Chocolates & Desserts](#), [Dried Fruits, Nuts & Seeds](#), [Breakfast Foods](#), [Baking Supplies](#), [Hampers & Gourmet Gifts](#) and other Meal essentials. Subscribe & Save to get additional 5-10% off.

NESCAFÉ
World's Favourite Coffee
UPTO **10** % OFF

#CoffeeOnTheGo with NESCAFÉ Travel Kit
FLAT 12% OFF

New NESCAFÉ SUNRISE Couple pack available now
2 MUGS INSIDE

NESCAFÉ Gold Coffee Lover's Pack With Free NESCAFÉ GOLD Mug
SHOP NOW

The Goodness of Millets

The units sold in a month can easily fill up >120 Eden garden sized stadiums!!



- Grocery is the fastest growing category on Amazon.in – 5X+ in last 3 years
- Top subcategories are Seeds and Dry fruits, Herbs and Spices , Beverages

India's Largest Grocery & Gourmet Foods Store



Dried Fruits, Nuts & Seeds



Cooking & Baking Supplies



Coffee, Tea & Beverages



Ready To Eat & Cook



Rice, Flour & Pulses



Snack Foods



Jams, Honey & Spreads



Cereal & Muesli



Sweets, Chocolate & Gum



Pasta & Noodles



Meat, Poultry & Seafood



Pickles



Canned & Jarred Food



Hampers & Gourmet Gifts

Special stores for Herbs and Seasoning



FOOD & GROCERY

amazon launchpad

FEATURED BRANDS

BEVERAGES



PROTEIN BARS & SHAKES



CEREAL & MUESLI



DRY FRUITS



KOREBI COFFEE



NUTRIORG



ANVESHAN



ORGANIC ORIGINS



Amazon Business – B2B opportunity

What is Amazon Business (AB)?

The Amazon Business marketplace aims to become the destination where businesses can find and buy *anything* they want online.

AMAZON BUSINESS IS THE LARGEST B2B MARKETPLACE IN THE WORLD.

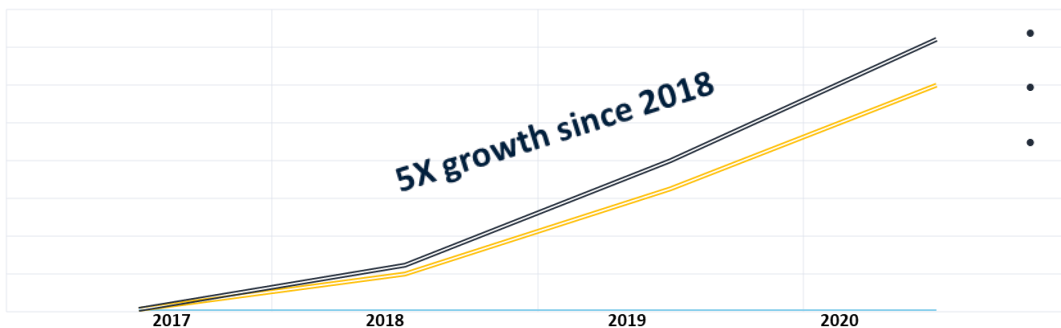


amazon business

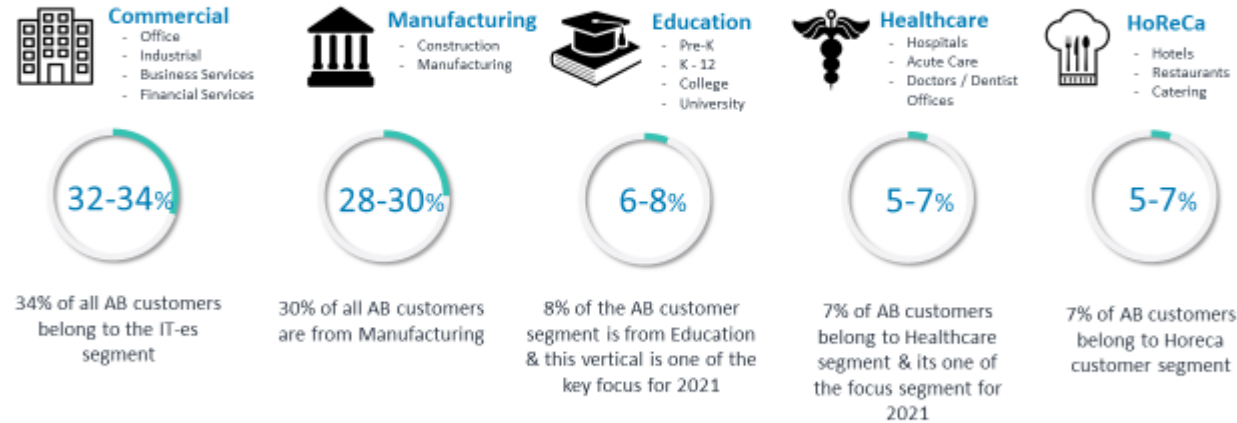
AMAZON CONFIDENTIAL

YOY GROWTH OF AB CUSTOMERS ACQUIRED & TRANSACTING ON B2B MARKETPLACE

— Year — #Customers being acquired — #customers transacting each month



Amazon Business Customer Verticals



Other segments of customer base are—Real Estate, Retail & Distribution, Government, Media, Telecom & Non profit

amazon business

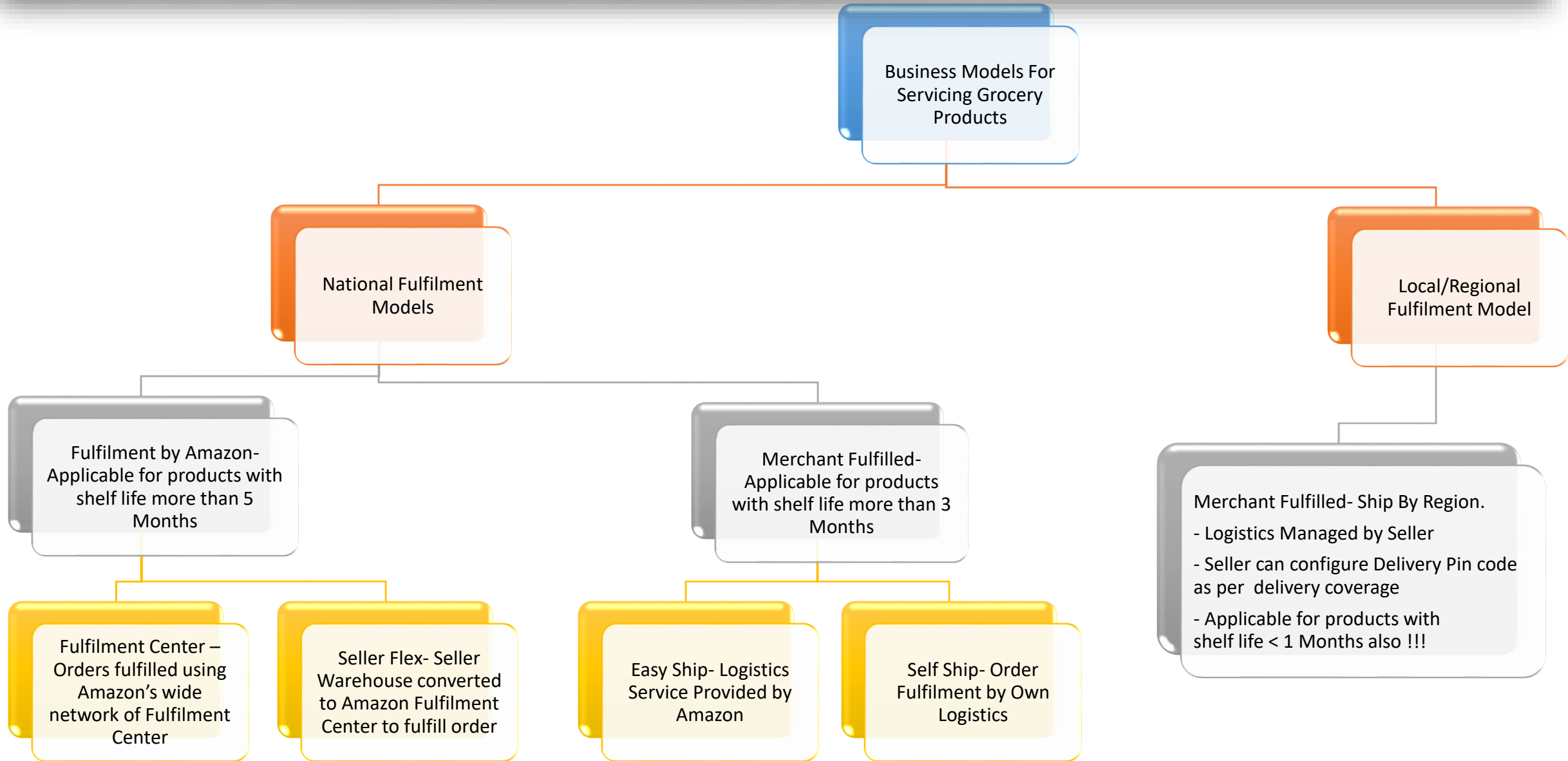
AMAZON CONFIDENTIAL

- AB customers **login 4X more times** than a regular retail customer shopping for personal needs
- Businesses **buy 3X more worth of value from Amazon** as compared to purchases which happen for personal consumption
- While AB IN is 5% of Amazon India sales, it has been growing **+100% YoY** and outpacing B2C growth by 2.5x
- In order to accelerate growth we need to invest in:
 - ✓ Full commercial selection
 - ✓ Business pricing
 - ✓ Marketing event participation

Requirements to sell grocery on Amazon.in

- GST certificate and PAN
- Retailer FSSAI License with product being sold included in the scope. FSSAI should be in your name/company name. Should be valid for >2months while requesting for approval
- List of food products along with ingredients and shelf life
- Declaration from seller (Format will be shared by Amazon)
- FSSAI number to be displayed on Amazon storefront
- All products should have 5 zoomable images which clearly shows all sides of packaging and details mentioned on packaging- veg/non veg logo, ingredients, nutrition info, FSSAI etc
- Valid purchase invoice(Resellers)
- Additional documents for restricted categories-Food product lab test reports, Water test report, BIS certificate, Organic certificate depending on product type
- For Dry Fruits and Nuts, we require Lab test certificates by NABL certified lab for each product listed

Option for servicing customer demands on A.in...





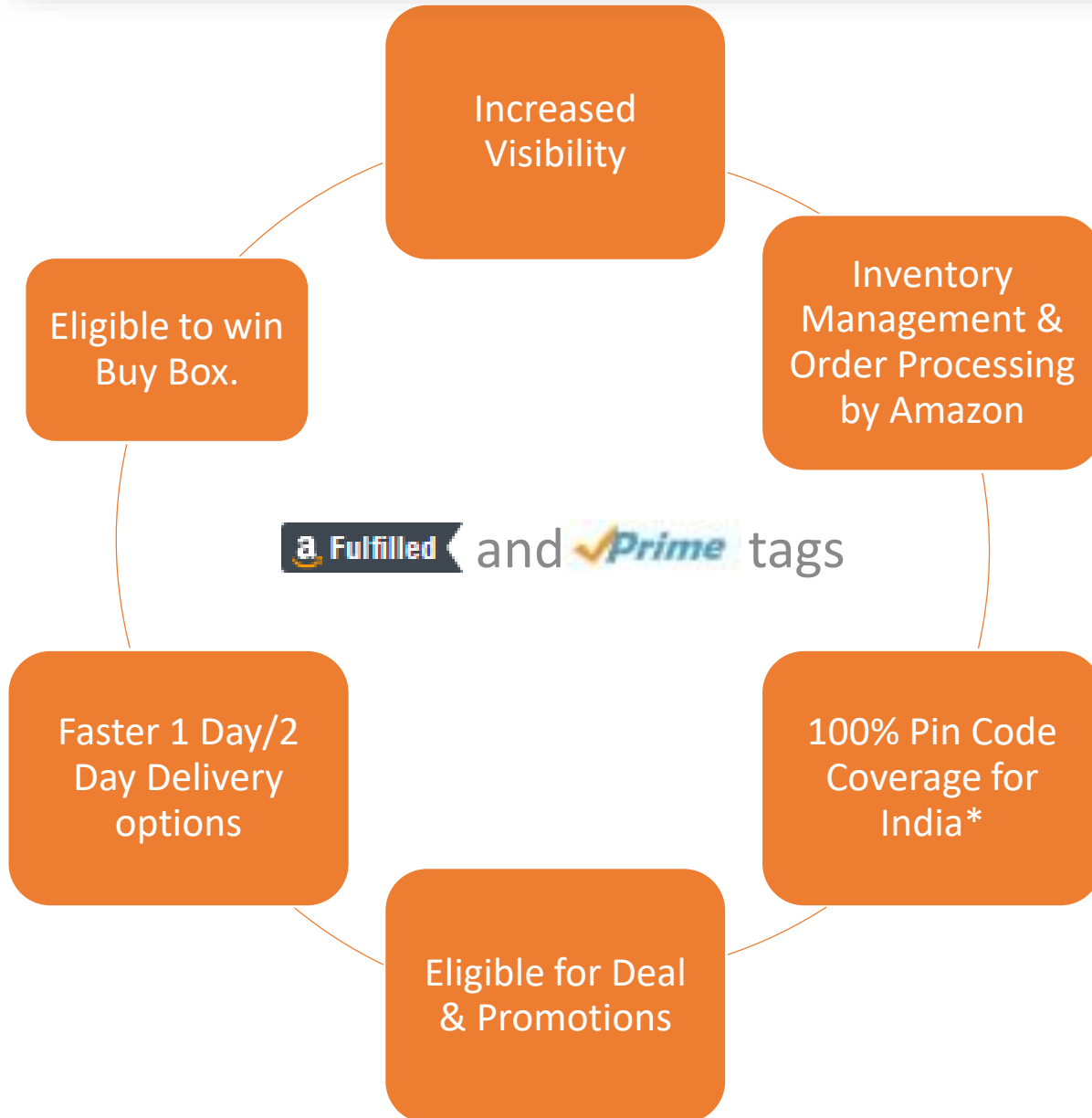
Storage

Packaging

Last Mile

Fulfilled by Amazon	Fulfillment Center	✓	✓	✓
	Flex			✓
Merchant Fulfilled	Easy-ship			✓
	Self-Ship			

Benefits of FBA



Fulfillment centers currently present in

- Delhi
- Haryana
- Punjab
- Rajasthan
- Uttar Pradesh
- Gujarat
- Maharashtra
- Madhya Pradesh
- Telangana
- Andhra Pradesh
- Kolkata
- Karnataka
- Tamil Nadu
- Assam

**For prepaid orders below INR 7000.*

Commercials

Get paid every 7 days

You will get paid for your delivered orders in 7-day payment cycles after deducting the Amazon fees, with funds deposited directly into your bank account.



Example

Here is the fees charged for a sell price of ₹ 300, assuming package weight is 750gms, shipped regionally by Easy Ship

Fees Charged	
Closing Fee	₹ 8
Referral Fee at 4%	₹ 13.5
Easy Ship Delivery fees	₹ 69
GST on total Amazon Fees	₹ 20.16
Total Amazon Fees including GST	₹ 110.66
Earnings sent to your account	₹ 189.34


Super Value DAY 15TH - 21ST FEB FEB

UP TO 40% off + ₹600 back*
Monthly Groceries

ICICI Bank
Extra 15% back

amazon pay
Extra 5% back

*ICICI Bank: Max cashback ₹600, offer validity: 15th - 17th Feb | Amazon Pay balance: Max cashback ₹300, offer validity: 15th - 21st Feb

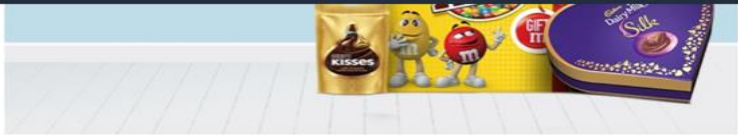
 **Subscribe & Save**

amazon launchpad

Fresh choices from Emerging Indian brands

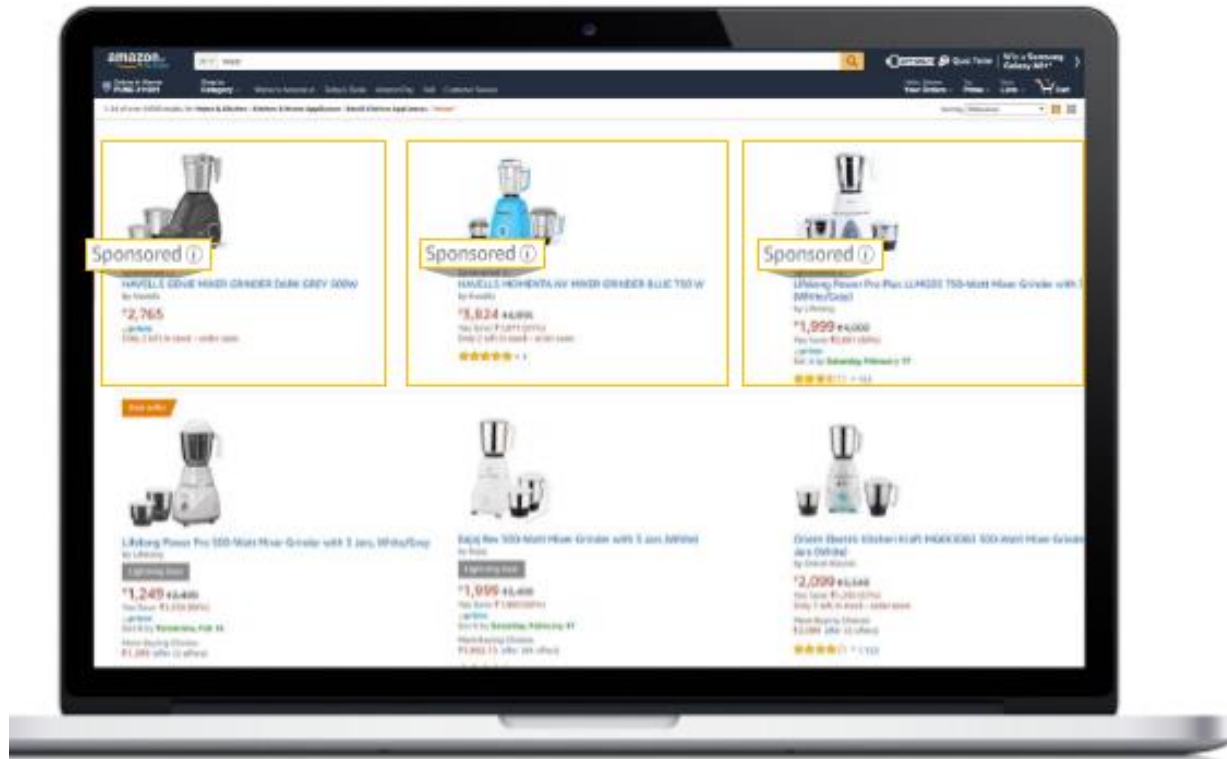
amazon.in prime

Search in Grocery & Gourmet Foods



Sponsored Products

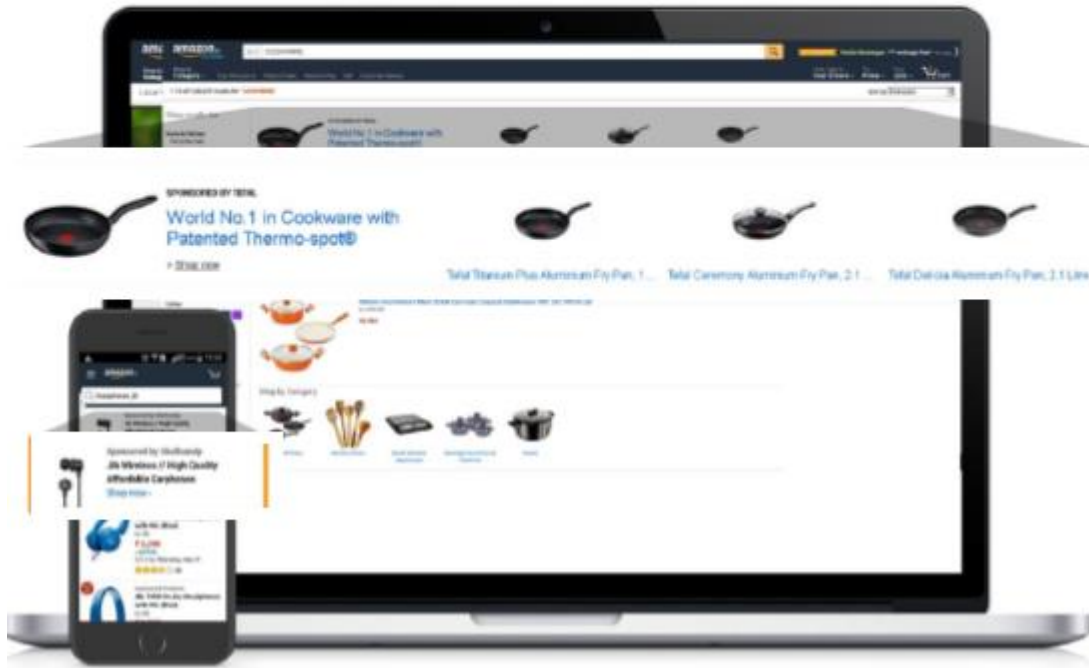
Sponsored Products is a self-serving tool that will help your ads to:



-  Promote any specific product
-  Begin advertising with a budget as low as Rs.1 per click
-  Boost sales, advertise to shoppers on mobile and PC
-  Increase product discoverability

Headline Search Ads

Drive shoppers from search results to pages that uniquely showcase your product range



High visibility placement above search results



Target shoppers searching keywords that are relevant to your brand and products



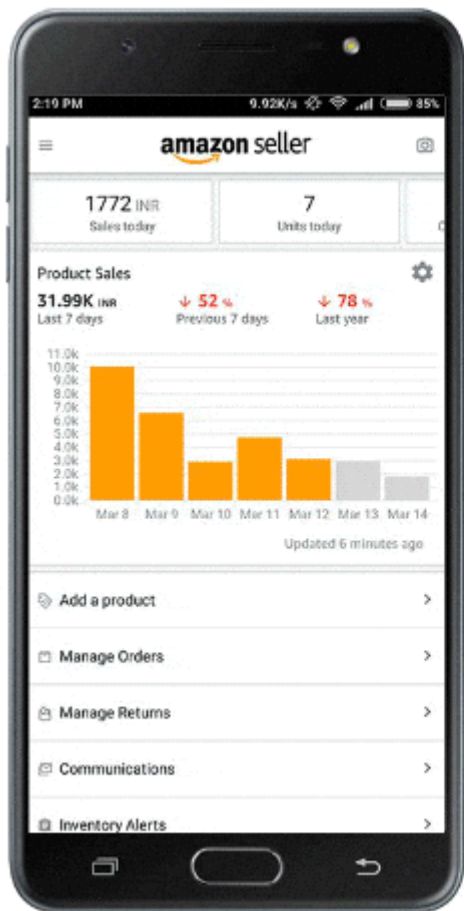
Send shoppers from your Headline Search Ad to exclusive Amazon store dedicated to your brand



Begin advertising with a budget as low as Rs.5 per click

Grow your Business

Keep track of your account performance through your personalized **performance dashboard and customized reports**



Professional services to help you through every step of selling online



Secure and Timely Payments



Get reports and measure your results real time inside Seller Central.



Reach thousands of customers in your city



No fixed costs. Pay when you sell.

Contact bhatpink@amazon.com to take this forward.

THANK YOU