

amazon global selling

Exports Digest 2025



#10YearsofAmazonGlobalSelling



India Rising: Local Strengths, Global Success

How Indian sellers
can unlock category
opportunities and
grow worldwide





FOREWORD

The Ecommerce Export Advantage

Helping Indian businesses go
global with the right enablers

As exports become increasingly inclusive, the question is no longer whether sellers can go global but how the industry can make it easier, more sustainable, and more equitable for them to go global through ecommerce. This calls for a system that lowers entry barriers, simplifies cross-border logistics, payments, and compliance, and equips sellers with the digital capabilities to compete globally.

The potential is immense: global ecommerce exports market is expected to be valued at \$4.81 trillion by 2032.¹

Encouragingly, an increasing number of Indian businesses are embracing ecommerce exports to go global. India's digitally savvy entrepreneurs and MSMEs, supported by the right enablers, can accelerate growth by harnessing the country's strengths in handicrafts, health and personal care, textiles, toys, and more. Brands such as California Design Den and Homespun have taken Indian home products to customers worldwide through Amazon Global Selling, with California Design Den crossing \$100 million in sales across markets including Canada, Germany, the UK, and the UAE. Skillmatics, launched in 2016, grew its toy business 50x within its first five years, underscoring the growth potential of Indian exporters leveraging ecommerce.



Cindy Tai
VP, Worldwide Global Selling, Amazon

Behind such growth stories is an intuitive business model — the Amazon Flywheel — that supports sellers while keeping customers at the center. The Flywheel is a self-sustaining, virtuous cycle built on value, selection, and convenience. When businesses deliver on these pillars, they build lasting customer connections. More customer traffic brings more sellers, more sellers expand selection, and greater product diversity encourages innovation. This model has defined Amazon's growth and offered countless businesses a playbook for success by putting customers at the heart of every decision.

Over the last decade, India has made significant strides in ecommerce exports. With deep manufacturing expertise, a thriving entrepreneurial base, and strong digital infrastructure, the country is well positioned to shape the next decade of global commerce. What stands out is the Government of India's clarity of vision — an ambitious national goal to reach \$200-300 billion in ecommerce exports by 2030.²

For sellers to translate ambition into success, they rely on a well-orchestrated framework — with ecommerce marketplaces, service providers, partners, and policy support working together to make cross-border trade seamless and sustainable. Within this system, Amazon Global Selling serves as a key enabler, helping simplify complexities and unlock global opportunities for Indian businesses.

Going beyond a marketplace, Amazon Global Selling provides solutions like Export Navigator for compliance, Amazon SEND for international shipping, and Fulfillment by Amazon (FBA) for storage and delivery. By managing these operational challenges, the program empowers sellers to focus on growth — offering advanced tools and hands-on support that help even the smallest businesses scale and compete globally.

Amazon's AI tools help sellers identify untapped customer demand, recommend high-potential categories, and optimize listings for global markets.

By leveraging real-time data and advanced algorithms, even first-time exporters can act on emerging trends, tailor offerings for new marketplaces, and reach customers with precisely what they're searching for — driving more sustainable and inclusive export growth.

Amazon is also helping turn policy ambition into progress by building exporter readiness through collaboration. We are working with the Directorate General of Foreign Trade (DGFT) and the Federation of Indian Export Organisations (FIEO) to strengthen exporter capacity through awareness programs, training, infrastructure support, and policy initiatives. This year, Amazon scaled its flagship summit, Export Connect, to regional hubs and hosted Export Haat events in clusters like Tiruppur, Moradabad, Panipat, Karur, and Bhadohi — providing thousands of entrepreneurs with guidance, tools, and networks to grow their exports.

These efforts are yielding tangible results, visible in the journeys of hundreds of thousands of sellers who have built globally relevant businesses from the ground up. 2025 marks 10 years of Amazon Global Selling in India. Since its launch in 2015, Amazon has enabled 200,000+ sellers to surpass \$20 billion in cumulative ecommerce exports, including through the Amazon Global Selling program. In the same period, these sellers have been enabled to sell 750+ million 'Made in India' products to customers worldwide through Amazon Global Selling. Amazon is committed to enabling



\$80 billion in cumulative exports from India by 2030. As the Government of India advances its vision of achieving \$200-300 billion in ecommerce exports, Amazon Global Selling is proud to act as a key enabler — helping MSMEs expand categories, simplify logistics and compliance, strengthen product competitiveness, and harness digital and AI-led tools to accelerate growth through exports.

The future of ecommerce exports belongs to those who can scale globally while staying grounded in customer trust. At Amazon, we carry the responsibility to build the scaffolding — through technology, partnerships, and shared knowledge — that empowers sellers to succeed on their own terms. The next decade of Amazon Global Selling will be about scale and depth, driving greater participation from every corner of India and enabling millions of exporters to succeed globally. Our focus will be on evolving the seller journey — expanding selection in India's export strengths, equipping businesses with digital tools and AI-led insights, and strengthening ecosystem partnerships that make global expansion seamless and sustainable. This vision is about transforming potential into performance, enabling every Indian seller to grow, compete, and build global brands with confidence.

Exports Digest captures that spirit, shining a spotlight on the people, tools, and ideas shaping the new frontier of digital exports.

Beyond numbers and case studies, it offers proof that global success is within reach for anyone — and serves as a call to action for ecommerce marketplaces, partners, and policymakers to reduce barriers and build a stronger framework for enabling exports.

Cindy Tai

VP, Worldwide Global Selling, Amazon



EXPORTS DIGEST 2025

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Made in India, Sold to the World

Our global impact in numbers

Amazon has enabled hundreds of thousands of sellers to surpass

\$20 billion

in cumulative ecommerce exports from India between 2015 and 2025, including through the Amazon Global Selling program.

As part of this endeavor, Indian exporters have already sold

750+ million

product units to customers across Amazon global marketplaces.

Source: Amazon data from 2015 till 2025

Amazon is committed to enabling

**\$80
billion**

in cumulative ecommerce exports from India by 2030, including through the Amazon Global Selling program.

Since 2015, Amazon Global Selling has registered

200,000+

exporters in

18+

Amazon global marketplaces.

Enabled exporters from

**28 states,
7 union territories,
and 200+ cities**

across India.

INDIAN STATES WITH HIGHEST NUMBER OF EXPORTERS ON AMAZON GLOBAL SELLING

32,000+



NEW DELHI
(NATIONAL CAPITAL
TERRITORY)

29,000+



RAJASTHAN

25,000+



**UTTAR
PRADESH**

24,000+



GUJARAT

Source: Amazon data from 2015 till 2025.

22,000+



11,000+



7,000+



6,000+



MAHARASHTRA

HARYANA

TAMIL NADU

PUNJAB

TOP AMAZON MARKETPLACES FOR INDIAN EXPORTERS ON AMAZON GLOBAL SELLING IN 2024

UNITED STATES OF AMERICA

GERMANY

UNITED KINGDOM

CANADA

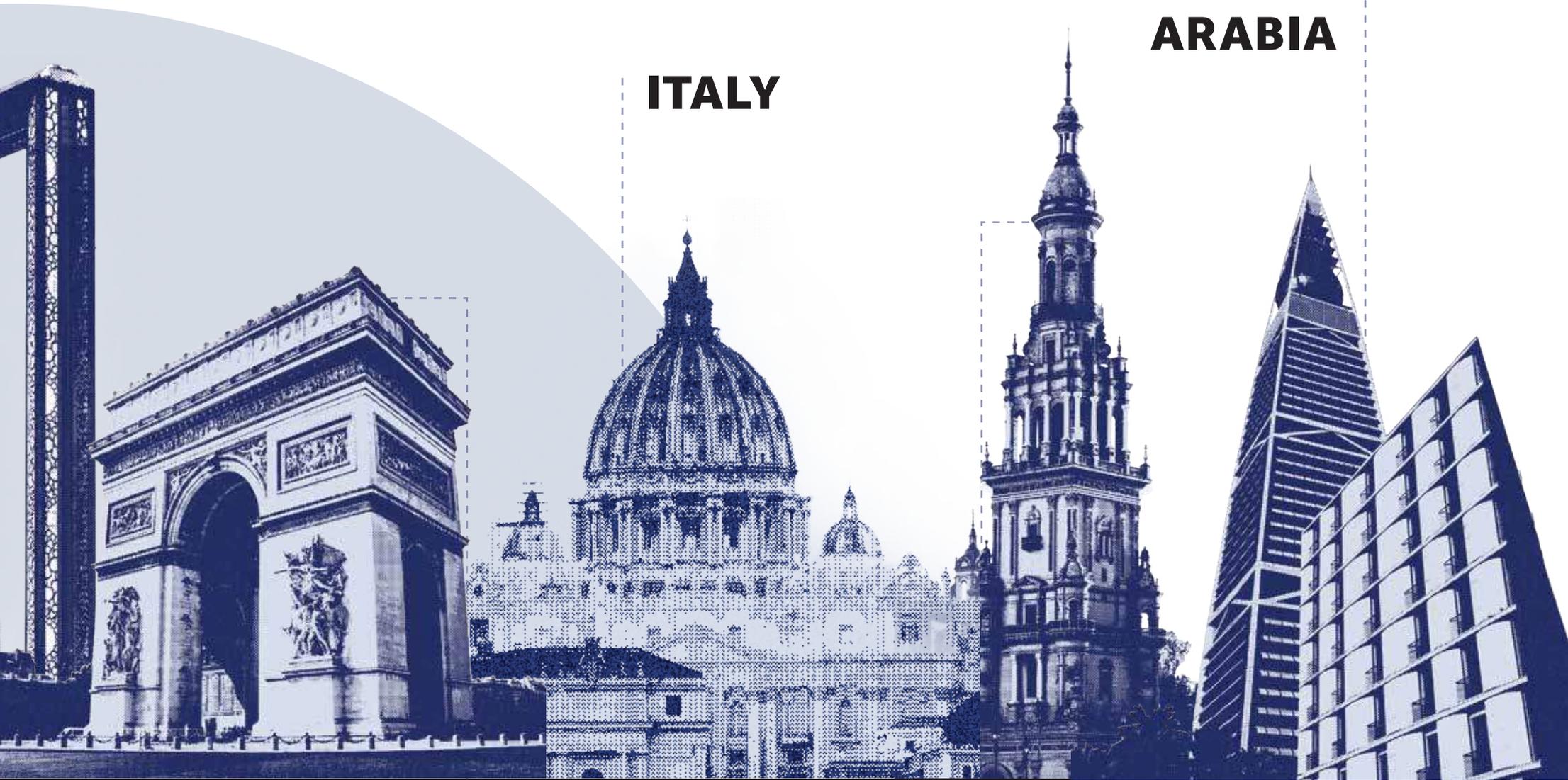


Source: Amazon data for 2024.

**UNITED ARAB
EMIRATES**

**SAUDI
ARABIA**

ITALY



FRANCE

SPAIN

TOP PRODUCT CATEGORIES ON AMAZON GLOBAL SELLING WITH CAGR (2015-2024)

45%

HEALTH & PERSONAL CARE

Blended Vitamin and Mineral Supplements, Ashwagandha, Essential Oil Singles, Trash Bags



45%

BEAUTY

Hair Treatment Oils, Mouthwash, Oils, Body Butters



37%

APPAREL

Women: T-Shirts, Everyday Bras, Blouses and Button-Down Shirts
Men: Boxer Briefs, Polo T-Shirts, T-Shirts



Source: Amazon data from 2015 till 2024.



HOME

39%

Bed Linen: Sheet And Pillowcase Sets, Standard Pillows, Bed Throws;

Bath Linen: Bath Towel Sets, Dish Towels and Dish Cloths

Home Decor: Panels, Tablecloths, Sofa Slipcovers



TOYS

44%

Dedicated Deck Card Games, Science Kits and Toys, Costumes, Paper Craft, Headwear, Helicopters

FURNITURE

36%

Rugs, Home Office Desks, End Tables, Bed Frames

SMALL CITIES MAKING A MARK ON AMAZON GLOBAL SELLING

KARUR
TAMIL NADU

\$147M



JUNAGADH
GUJARAT

\$60M



ANAND
GUJARAT

\$44M



Figures represent gross merchandise sales or GMS on Amazon global marketplaces enabled through Amazon Global Selling in 2024.

ERODE
TAMIL NADU

\$34M



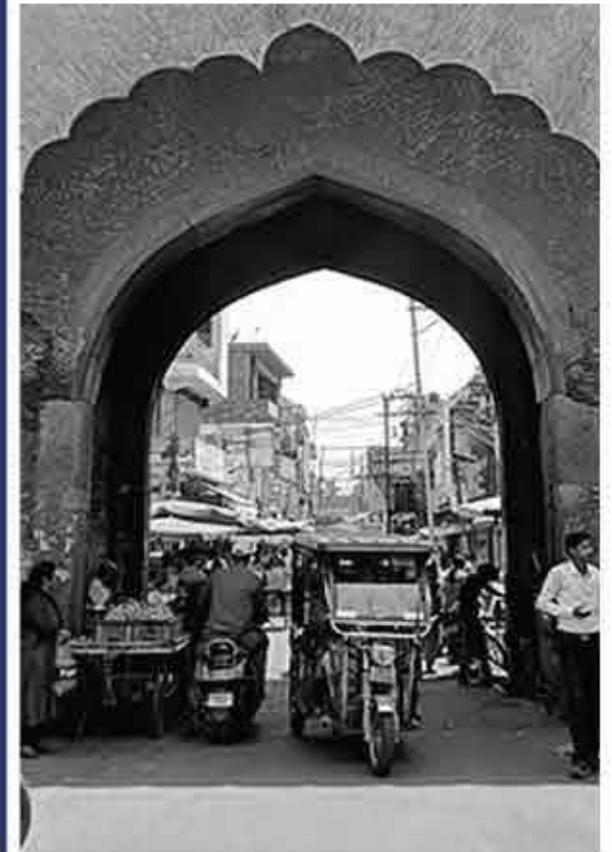
HARIDWAR
UTTARAKHAND

\$25M



PANIPAT
HARYANA

\$22M



SMALL CITIES MAKING A MARK ON AMAZON GLOBAL SELLING

RAIGARH
MAHARASHTRA

\$22M



TIRUVALLUR
TAMIL NADU

\$21M



MORADABAD
UTTAR PRADESH

\$15M



Figures represent gross merchandise sales or GMS on Amazon global marketplaces enabled through Amazon Global Selling in 2024.

**AMRITSAR
PUNJAB**

\$14M



**KANCHIPURAM
TAMIL NADU**

\$13M



SELLER SUCCESS STORY

HomeMonde

Weaving India's craftsmanship into homes worldwide

“

There's a growing global appetite for sustainable and artisanal home décor. Jute rugs fit perfectly into that demand; they're natural, durable, and represent India's craftsmanship on a global stage.”

– Sarvesh Agarwal, Founder, HomeMonde

When HomeMonde discovered that area rugs were among Amazon's fastest-growing global categories, the team saw an opportunity to pair India's craftsmanship with the power of global ecommerce. Their approach was deliberate: introducing best-selling products from their India catalog while maintaining world-class quality. “We study each market's growth, customer preferences, and sourcing feasibility before launching anything new,” Sarvesh explains. “That helps us expand sustainably and confidently.”



To attract new international customers, the brand focuses on promoting handmade art created by local artisans, emphasizing the sustainability of its rugs, and offering attractive prices. This mix resonates deeply with global buyers who appreciate authentic craftsmanship, eco-friendly materials, and good value, helping HomeMonde stand out in a competitive market.

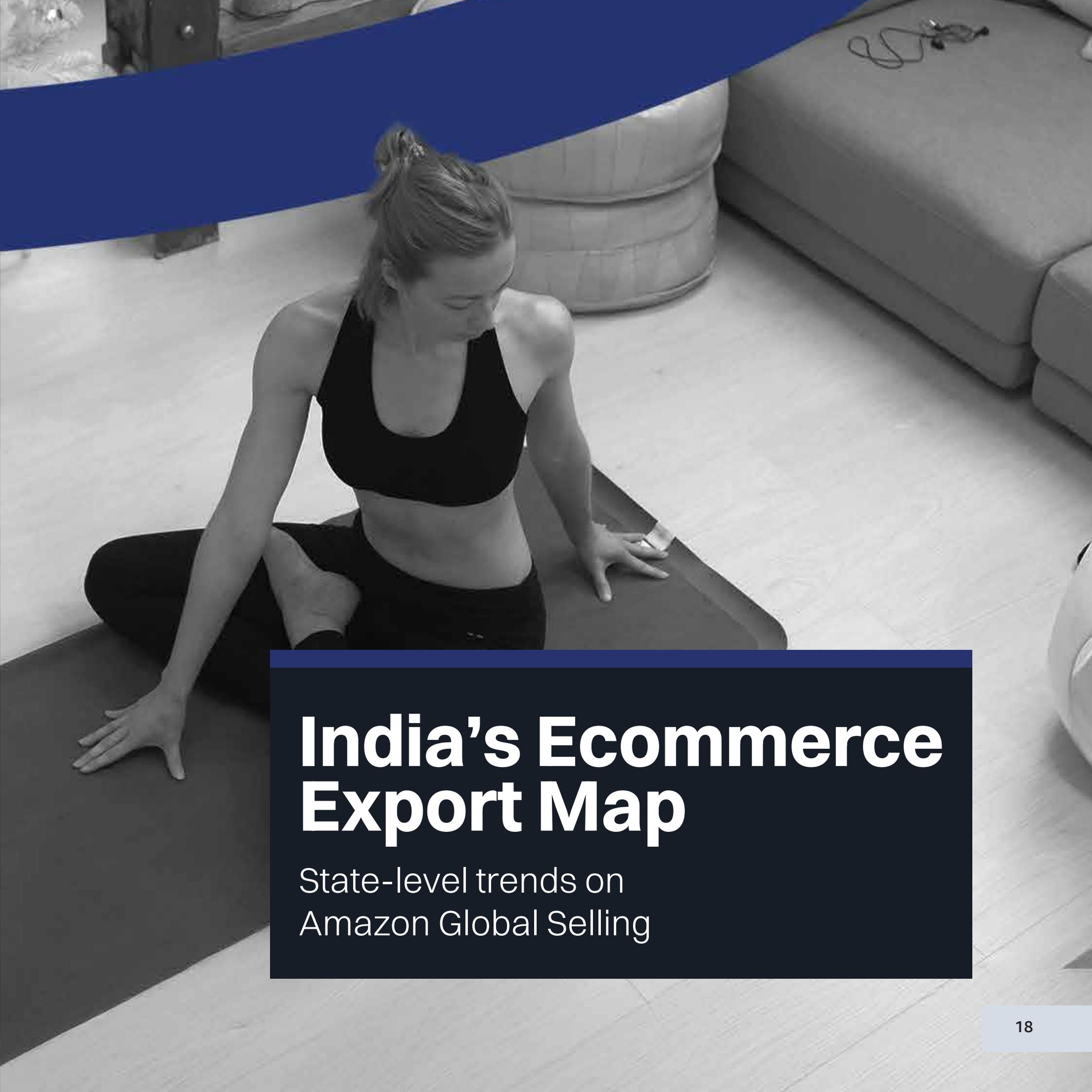
Seamless customer service that builds buyer trust and encourages repeat purchases is a key priority for HomeMonde. The team places strong emphasis on the overall shopping experience, ensuring it is smooth, intuitive, and engaging across their brand store, detail pages, and more. The brand relies on Fulfillment by Amazon (FBA) for fast, dependable delivery and Multi-Channel Fulfillment to manage orders across platforms. It also uses Amazon Ads to reach eco-conscious shoppers and tools like Marketplace Product Guidance to stay tuned in to global trends and feedback.

Looking ahead, HomeMonde aims to evolve into a comprehensive lifestyle brand — one that retains buyers across all their home and décor needs, building lasting relationships through thoughtful design, quality, and service.

“Buyers today want products with meaning,” says Sarvesh. “With Amazon Global Selling, we’re not just exporting rugs — we’re sharing India’s artistry, one woven masterpiece at a time.”







India's Ecommerce Export Map

State-level trends on
Amazon Global Selling

MAHARASHTRA

Total number of exporters from
Maharashtra on Amazon Global Selling:

22,000+



Source: Amazon Global Selling data for 2024.

Key markets for exporters

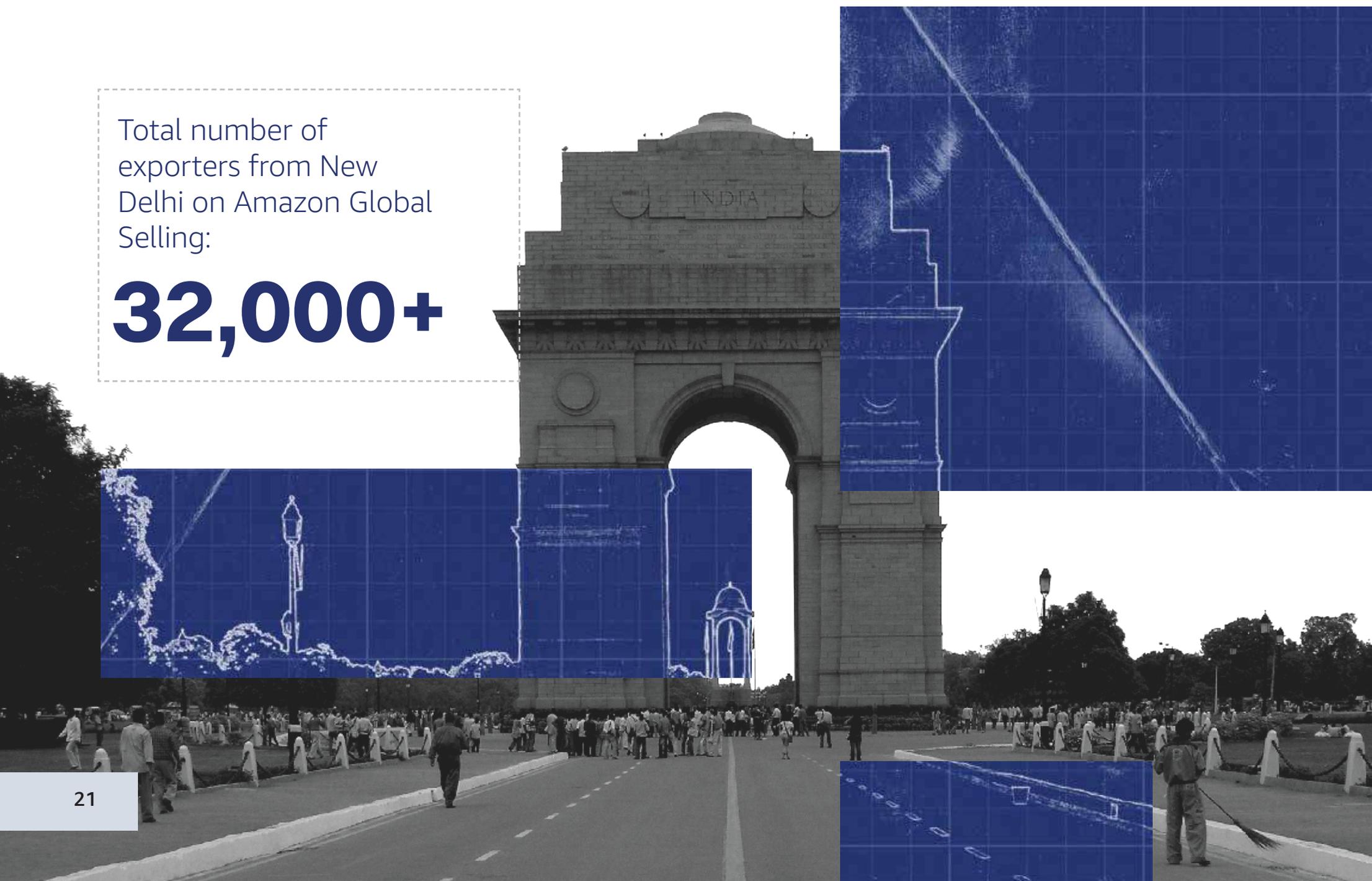


Top-selling product categories

NEW DELHI (NATIONAL CAPITAL TERRITORY)

Total number of
exporters from New
Delhi on Amazon Global
Selling:

32,000+



Top-selling product categories



Beauty



Home



Health and personal care



Toys



Books

Key markets for exporters



US



UK



CANADA



GERMANY



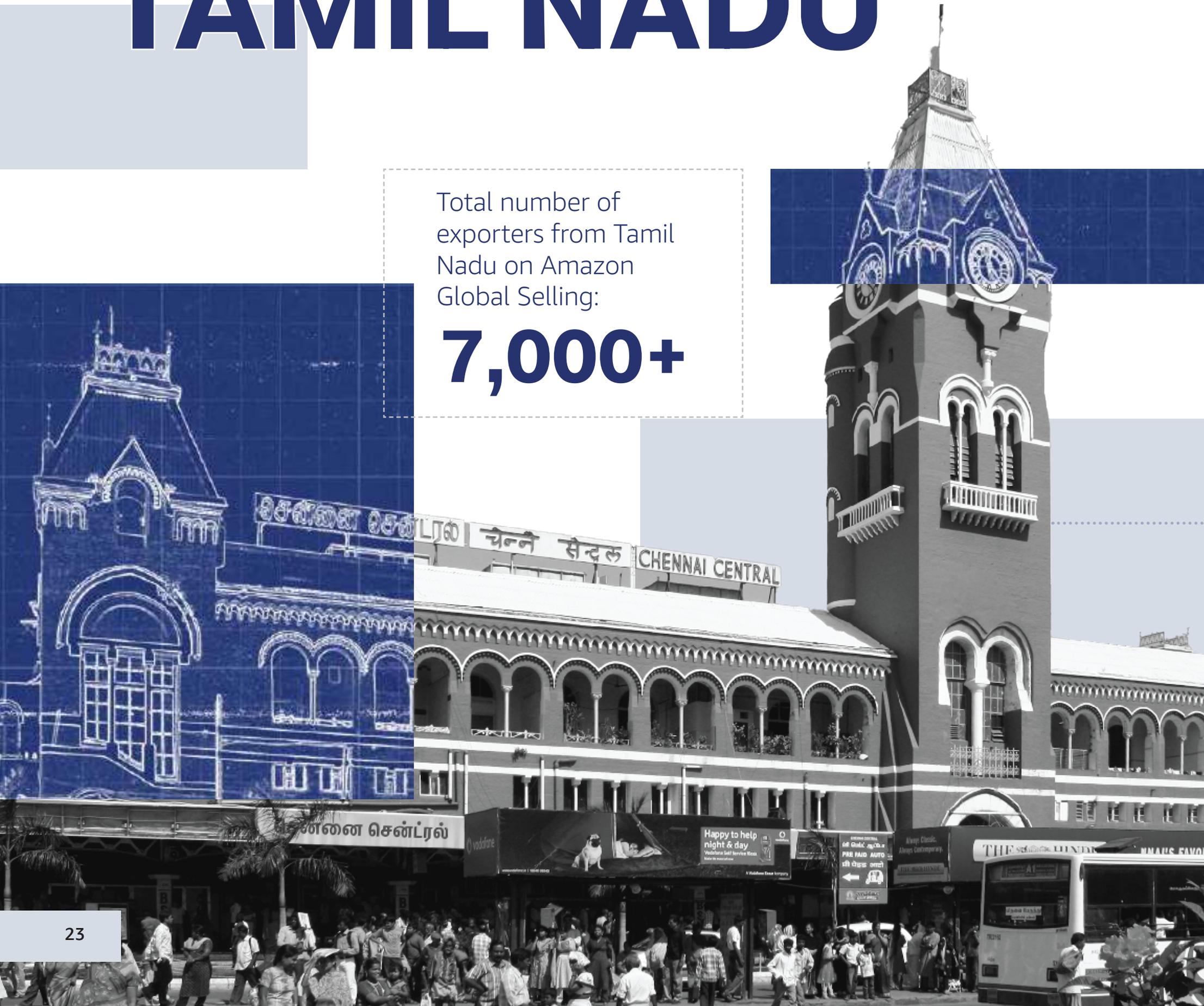
FRANCE

Source: Amazon Global Selling data for 2024.

TAMIL NADU

Total number of exporters from Tamil Nadu on Amazon Global Selling:

7,000+



Top-selling product categories



Kitchen



Apparel



Automotive



Home



Sports

Key markets for exporters



US



GERMANY



UK



FRANCE



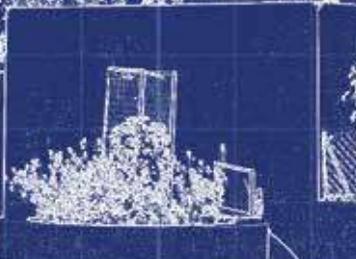
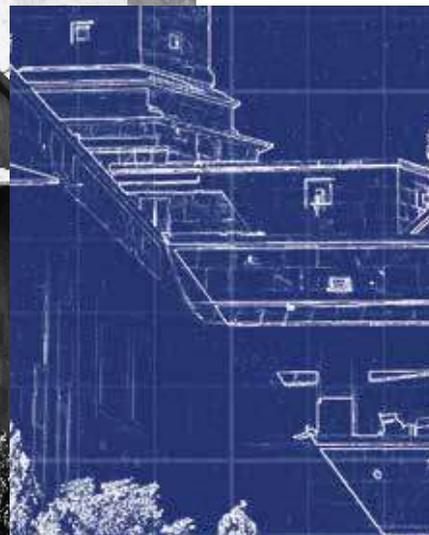
CANADA

Source: Amazon Global Selling data for 2024.

GUJARAT

Total number of
exporters from Gujarat
on Amazon Global
Selling:

24,000+



Top-selling product categories



Beauty



Grocery



Home



Health and personal care



Apparel

Key markets for exporters



US



UK



GERMANY



CANADA



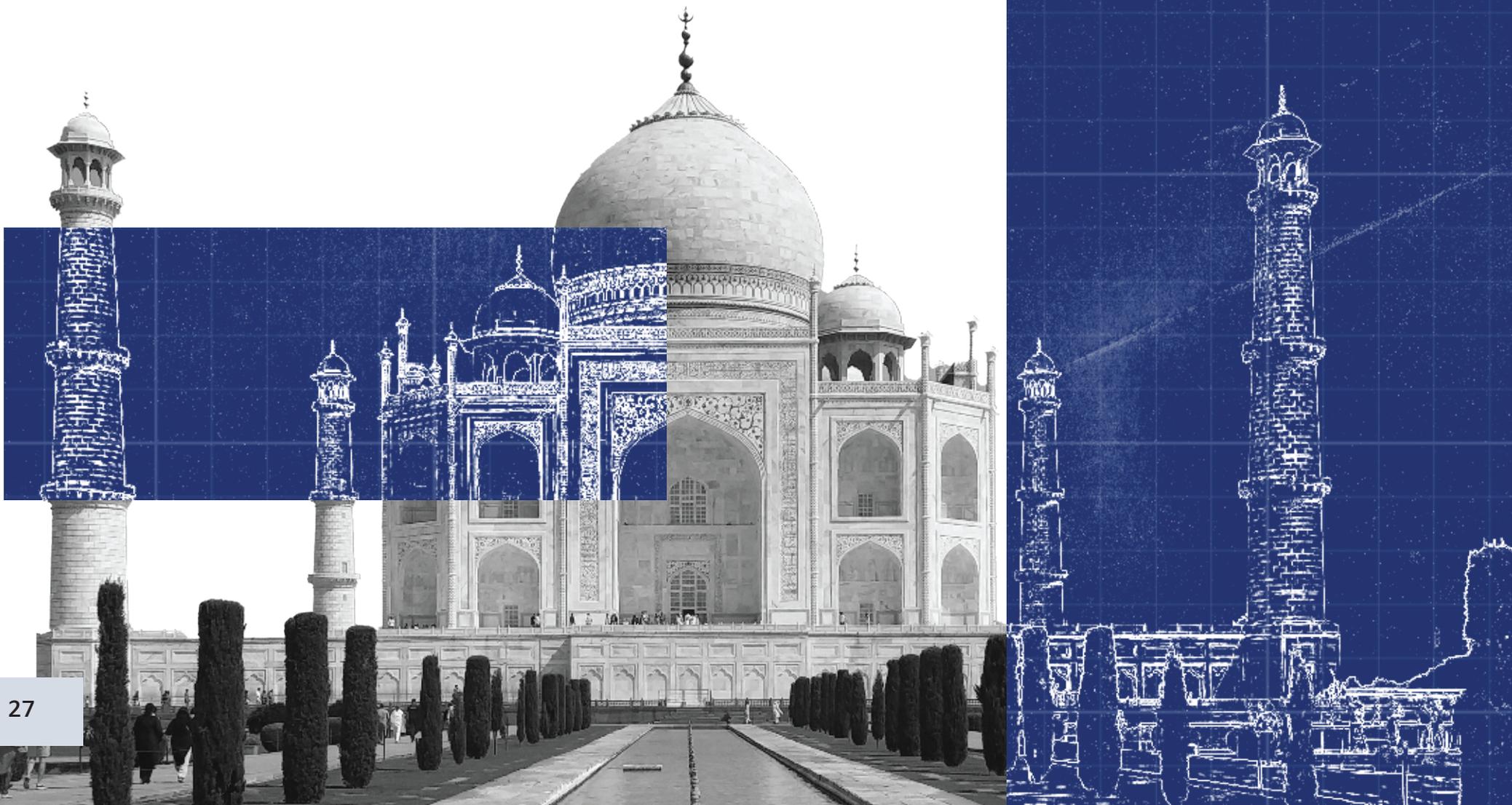
ITALY

Source: Amazon Global Selling data for 2024.

UTTAR PRADESH

Total number of exporters from Uttar Pradesh on Amazon Global Selling:

25,000+



Key markets for exporters



Top-selling product categories

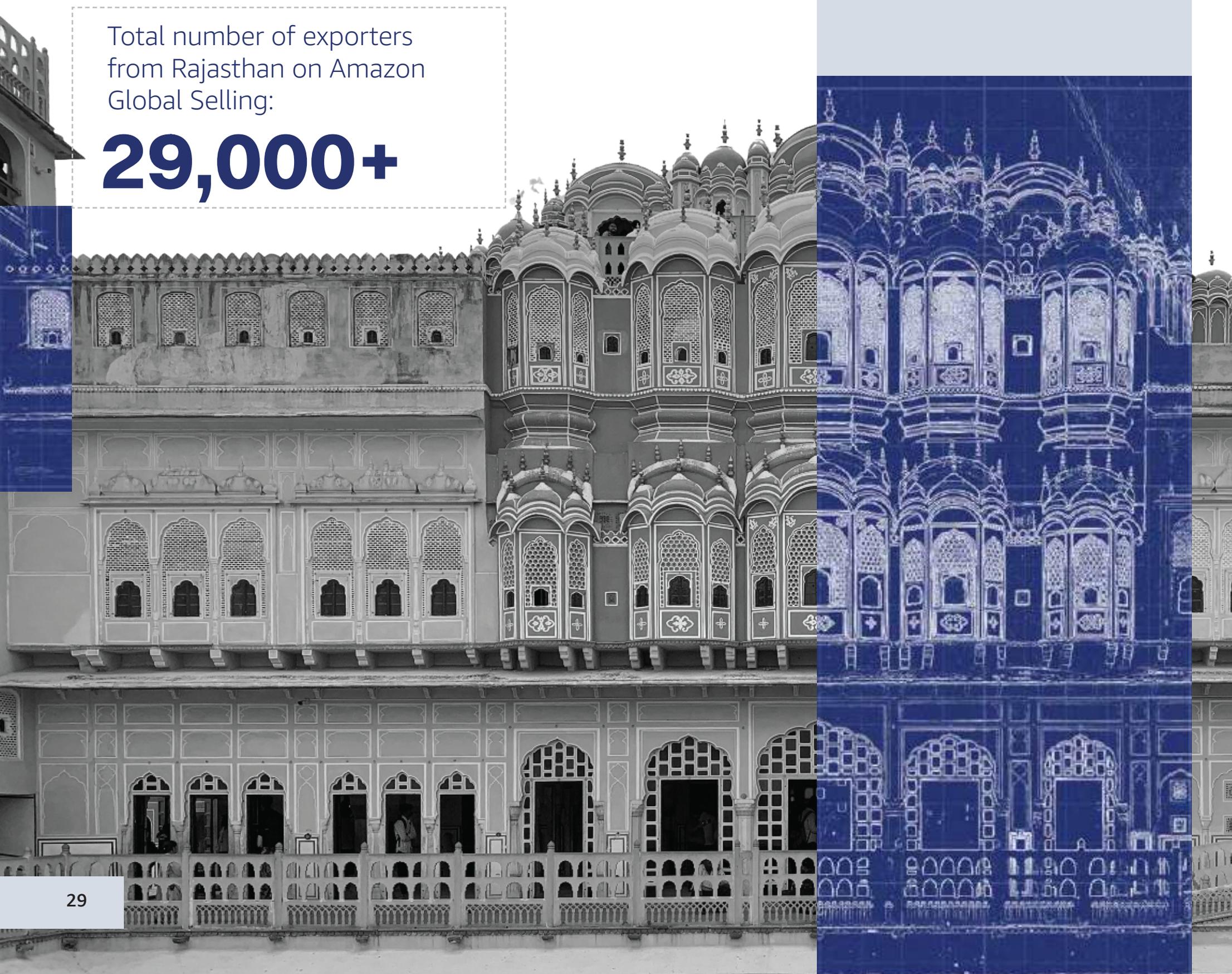


Source: Amazon Global Selling data for 2024.

RAJASTHAN

Total number of exporters
from Rajasthan on Amazon
Global Selling:

29,000+



Key markets for exporters



US



UK



GERMANY



CANADA



FRANCE



Office products



Guild



Home



PC



Beauty

Top-selling
product
categories

Source: Amazon Global Selling data for 2024.

HARYANA

Total number of exporters from
Haryana on Amazon Global Selling:

11,000+

Top-selling product categories



Home



Beauty



Apparel



Furniture



Health and personal care

Key markets for exporters



US



UK



CANADA



GERMANY



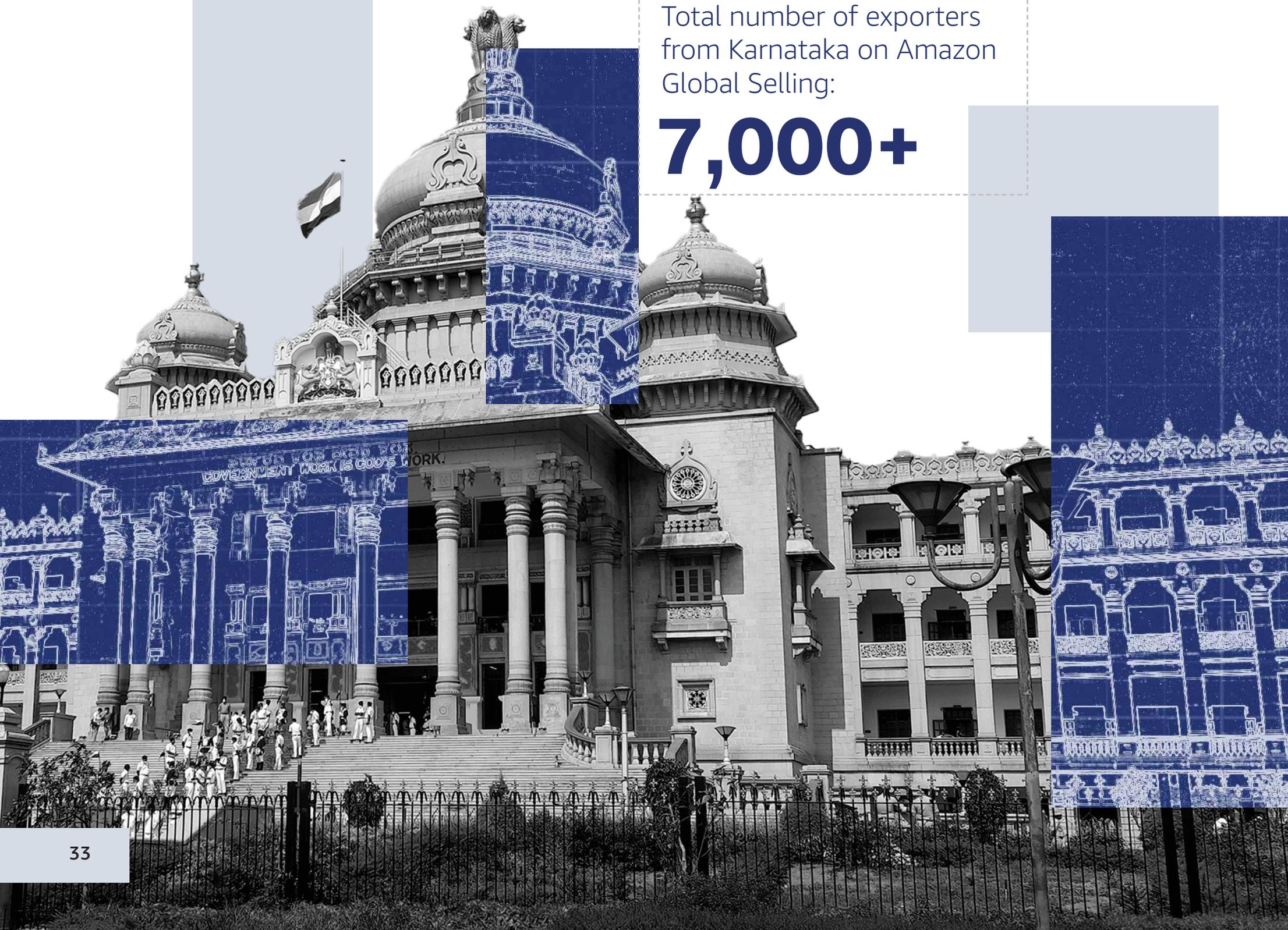
FRANCE

Source: Amazon Global Selling data for 2024.

KARNATAKA

Total number of exporters
from Karnataka on Amazon
Global Selling:

7,000+



Key markets for exporters

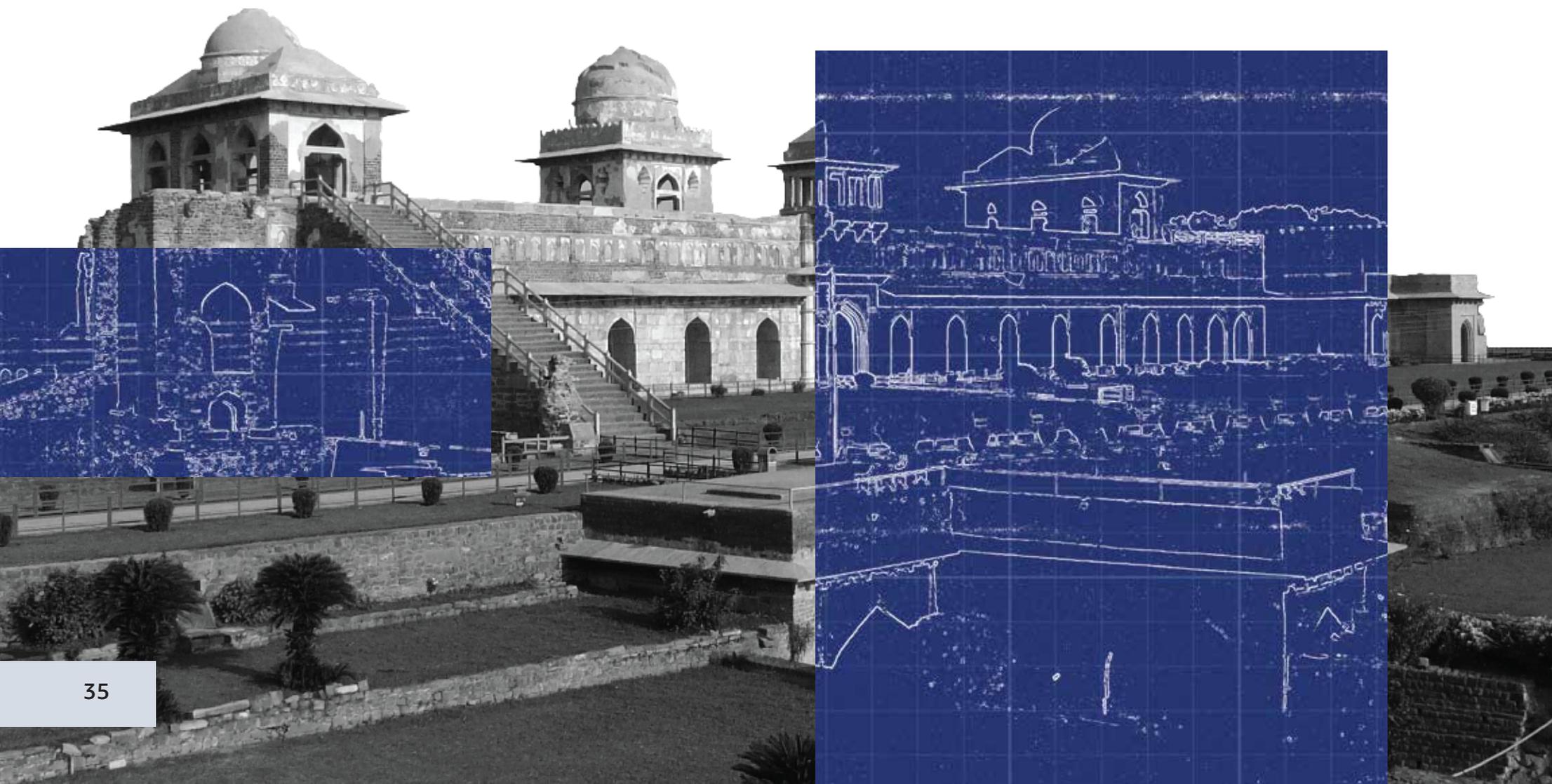
Source: Amazon Global Selling data for 2024.



MADHYA PRADESH

Total number of exporters from
Madhya Pradesh on Amazon
Global Selling:

8,000+



Top-selling product categories



US



CANADA



UK



AUSTRALIA



UAE



Video games



Beauty



Grocery



Home



Health and personal care

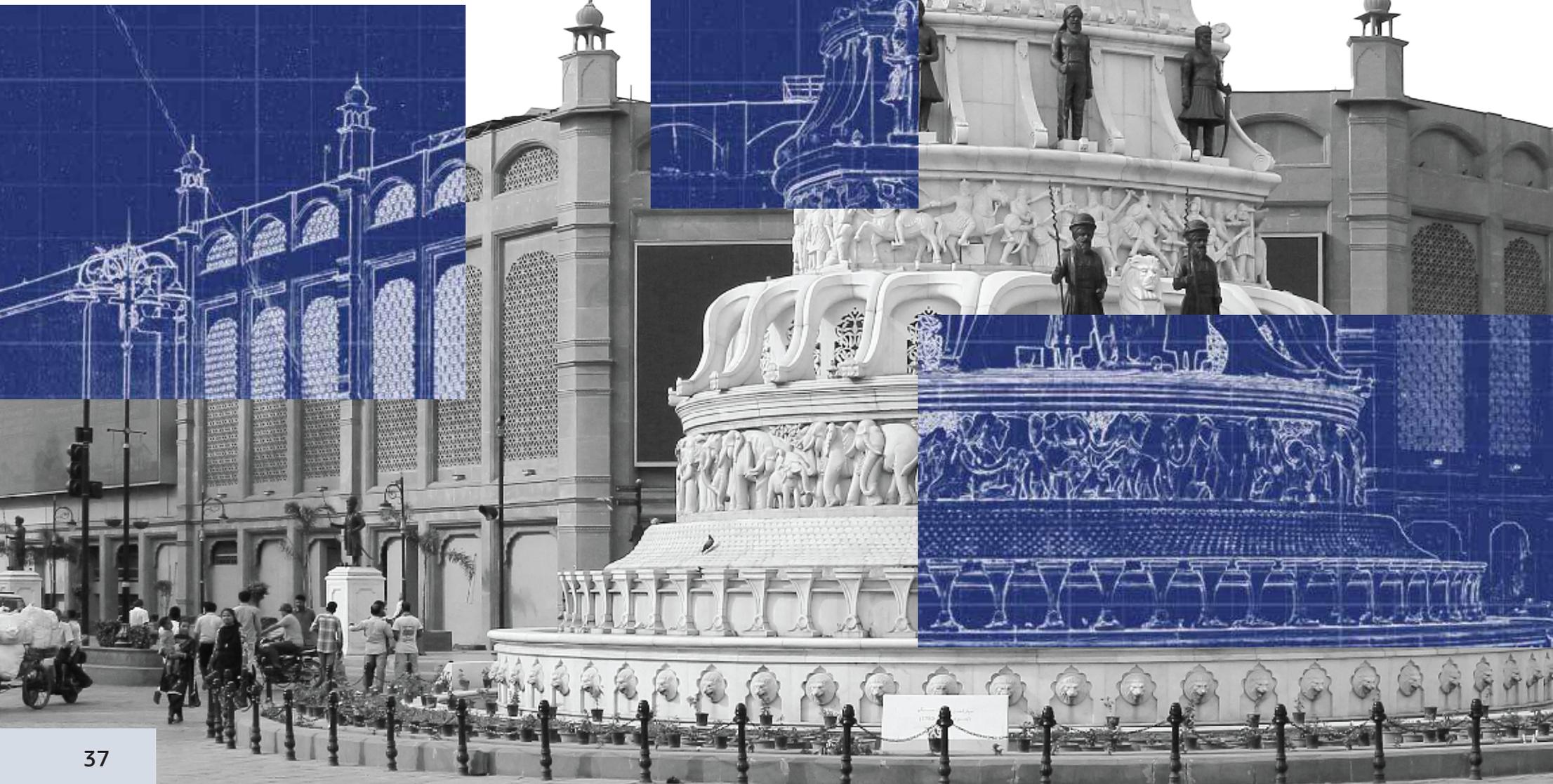
Top-selling product categories

Source: Amazon Global Selling data for 2024.

PUNJAB

Total number of exporters from Punjab on Amazon Global Selling:

6,000+



Top-selling
product
categories



Beauty



Home



Health and
personal care



Shoes



Toys

Key markets for
exporters



US



CANADA



UK



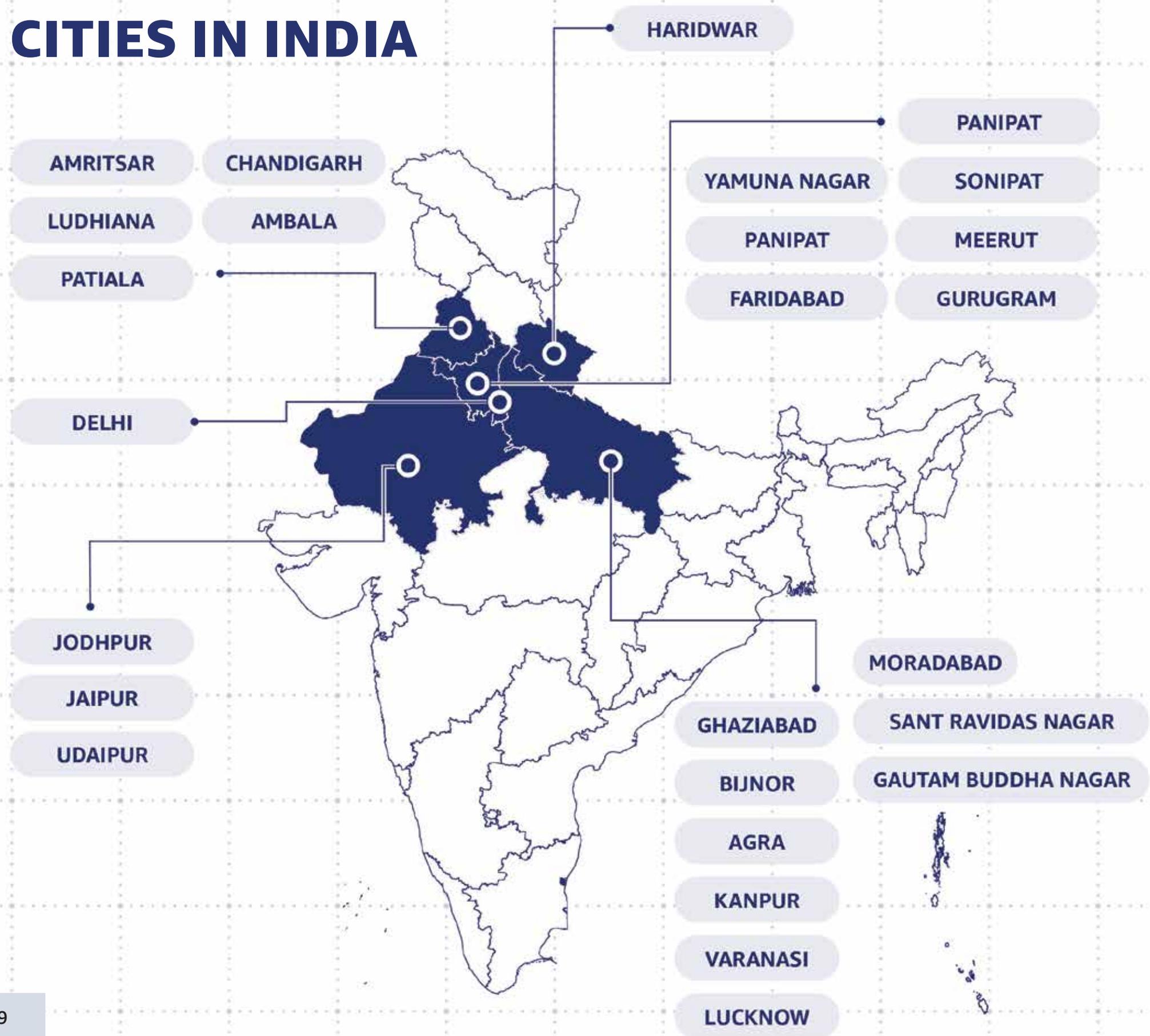
GERMANY



AUSTRALIA

Source: Amazon Global Selling data for 2024.

TOP 50 EXPORTING CITIES IN INDIA



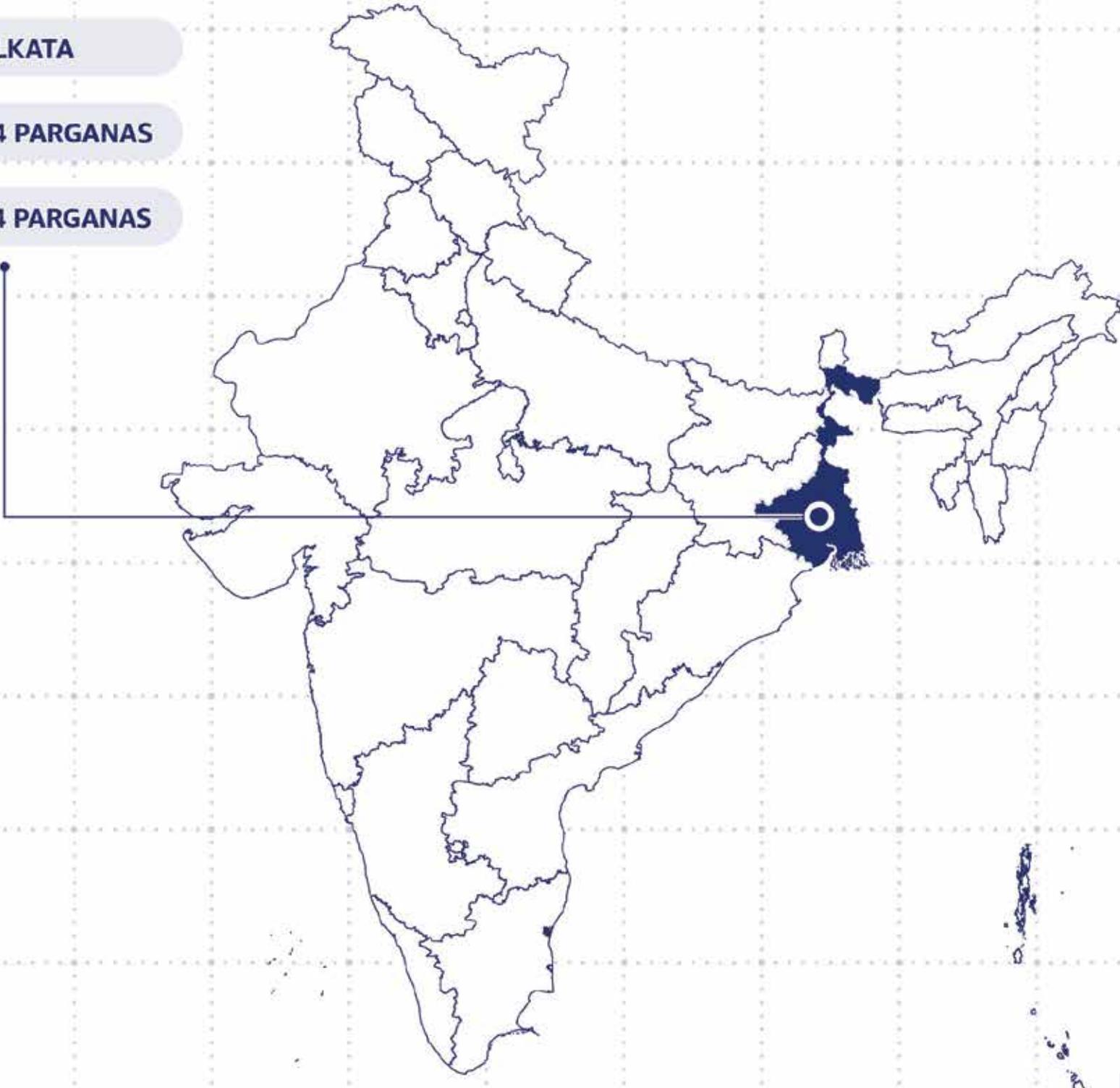
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Source: Amazon Global Selling data for 2024.

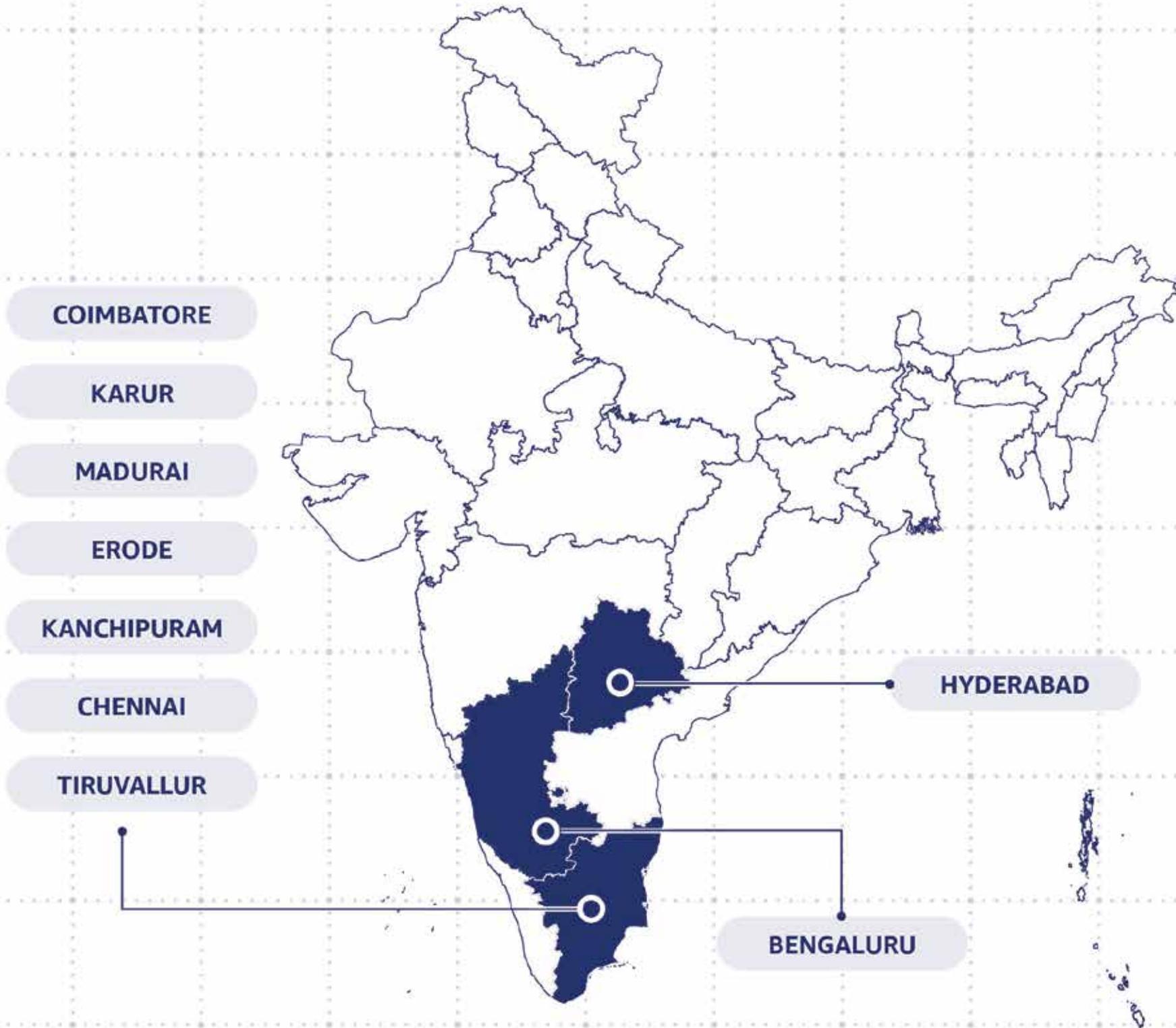
KOLKATA

NORTH 24 PARGANAS

SOUTH 24 PARGANAS

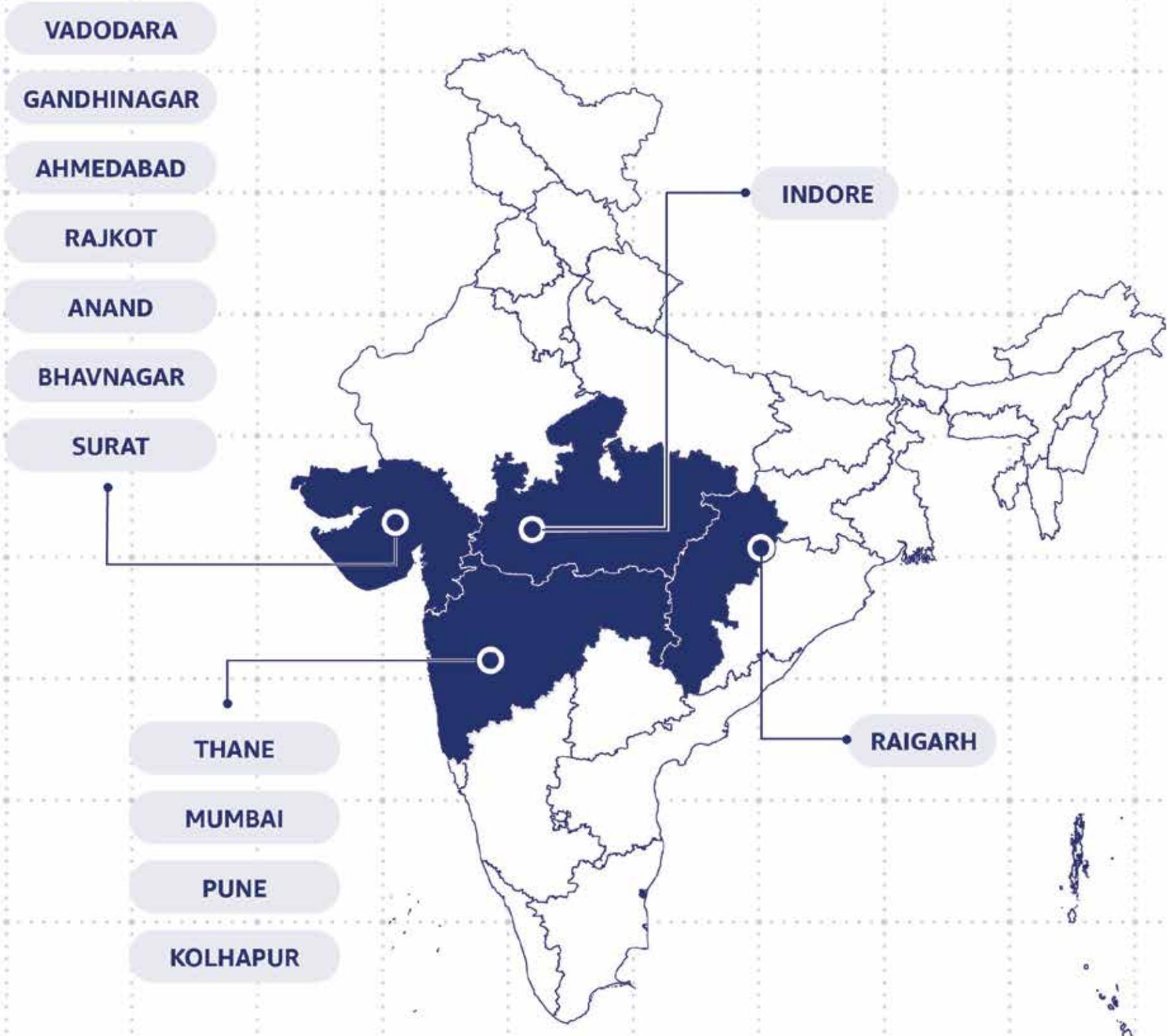


TOP 50 EXPORTING CITIES IN INDIA



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Source: Amazon Global Selling data for 2024.



SELLER SUCCESS STORY

Tahrr & Me

Stitching local dreams into global style

For years, Palanisamy Thiruvaskamani nurtured a simple yet ambitious dream: to build a globally recognized apparel brand. That dream took shape as Tahrr & Me. When ecommerce began reshaping how consumers shop, the path forward became clear. "With the growth of online business, it was obvious that we had to take our brand digital," Palanisamy recalls. "But it was only after meeting the Amazon Global Selling team in December 2024 that things truly took shape. That meeting became the turning point for our ecommerce exports journey."

In 2025, Tahrr & Me launched on Amazon US with their signature crew neck T-shirts for men and women. Encouraged by their early success, the team is now working to double its product catalog to capture rising demand and introduce new styles to customers worldwide.

““ We work closely with the Amazon sales and sourcing teams,” says Palanisamy.



“Their insights and data help us identify which products have the most potential. At the same time, we share our ideas and categories for Amazon to evaluate market opportunities.” This collaboration has helped the brand make informed, data-backed decisions as it scales.

Every product is crafted to deliver premium quality at a competitive price, with vibrant colors and attractive packaging. “Our goal is to give customers a rich, satisfying experience every time they wear our product,” he says.

Since the beginning, Tahrr & Me has leveraged Amazon’s suite of tools and programs to simplify complex processes like compliance regulations, logistics, etc. “We’re learning every day,” says Palanisamy. “Amazon’s guidance helps us overcome challenges and focus on what matters most — building a brand that stands for quality, comfort, and trust.”







Turning the Wheel

The Amazon Flywheel for
seller success

Customers everywhere seek three things: prices that don't pinch, choices that don't run out, and a shopping experience that doesn't disappoint.

Ecommerce exports has transformed how businesses meet these expectations, enabling Indian sellers to offer high-quality products, a wide selection, competitive pricing, and reliable service to customers across the globe. Programs like Amazon Global Selling have made it easier for exporters to reach international markets, test demand, and build global brands. Since 2015, Amazon Global Selling has enabled hundreds of thousands of Indian exporters to sell millions of products worldwide.

Driving this scale are superior customer and seller experiences made possible by the agility and efficiency of ecommerce exports.

And at its core is the Amazon Flywheel, anchored by four pillars: Selection, Customer Experience, Traffic, and Sellers — each reinforcing the other in a cycle of sustained growth.³

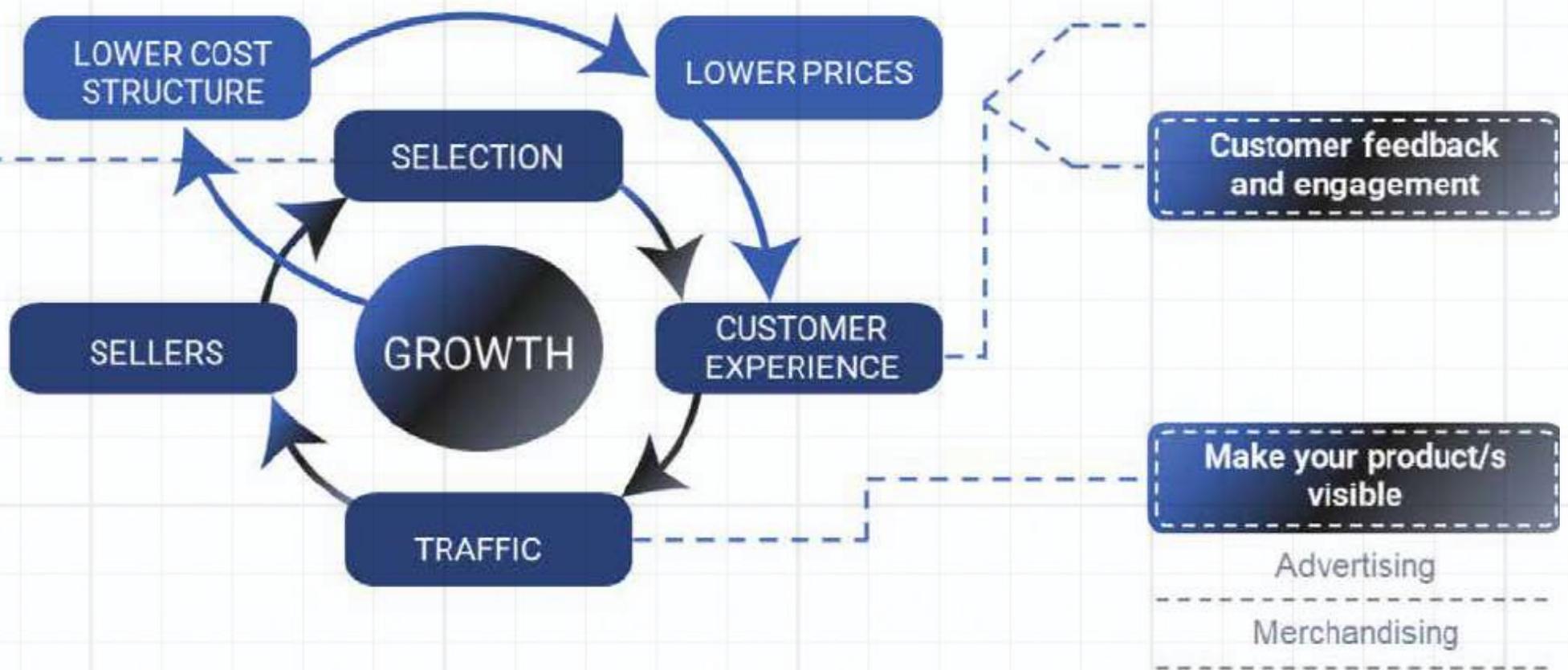
Add new products

Identify high-opportunity
product category

Understand **customer**
demand

Plan strategic **pricing** to
maximize conversion

Amazon Flywheel: Key Growth Levers



THE FLYWHEEL IN ACTION

The Amazon Flywheel is anchored on a simple but powerful concept: as each part of the business grows and improves, it makes the next cycle easier and more effective. Sellers drive this momentum by constantly updating and optimizing their catalogs to match global demand and seasonal trends. Their commitment leads to dependable delivery and outstanding customer service — all of which cultivate trust and enhance customer experience.

The four pillars of the Flywheel — **Selection, Customer Experience, Traffic, and Sellers** — need to work in perfect harmony, like a finely tuned engine, for businesses to succeed. When all the elements move together, the entire Flywheel accelerates and creates value at every turn — for customers, for the brand, and most importantly, for sellers themselves.

Here's how the Flywheel helps sellers build momentum and grow their business:





1. Selection

Winning in global markets starts with the right selection. Thoughtful catalog curation ensures products resonate with international buyers, boosting growth potential and sustained demand.

Tools on Amazon Seller Central help identify high-performing products and new export opportunities, while customer insights reveal regional preferences to sharpen product strategy.



2. Customer Experience

Trust is built through consistent customer service, which includes clear and comprehensible listings, competitive pricing, fast shipping, and hassle-free returns.

Amazon simplifies global fulfillment and shipping through solutions like Fulfillment by Amazon (FBA) and Amazon SEND, helping sellers deliver reliably. AI-powered tools help sellers improve listings and discovery, while AI assistants like Rufus enhance the shopping experience for customers. These create experiences that encourage reviews and repeat purchases.



3. Traffic

Visibility drives growth. With increasing competition, sellers need to make their products stand out. Amazon's promotions and ad solutions enable targeted campaigns that boost discoverability and help brands engage with customers.

Participation in events like Prime Day or seasonal sales gives sellers additional momentum to capture customer attention and drive conversions.



4. Sellers

Sellers power the Flywheel. Amazon supports sellers with resources like Export Navigator, Brand Registry, and New Seller Incentives, making it easier to stay compliant, protect their brand, and launch successfully, respectively.

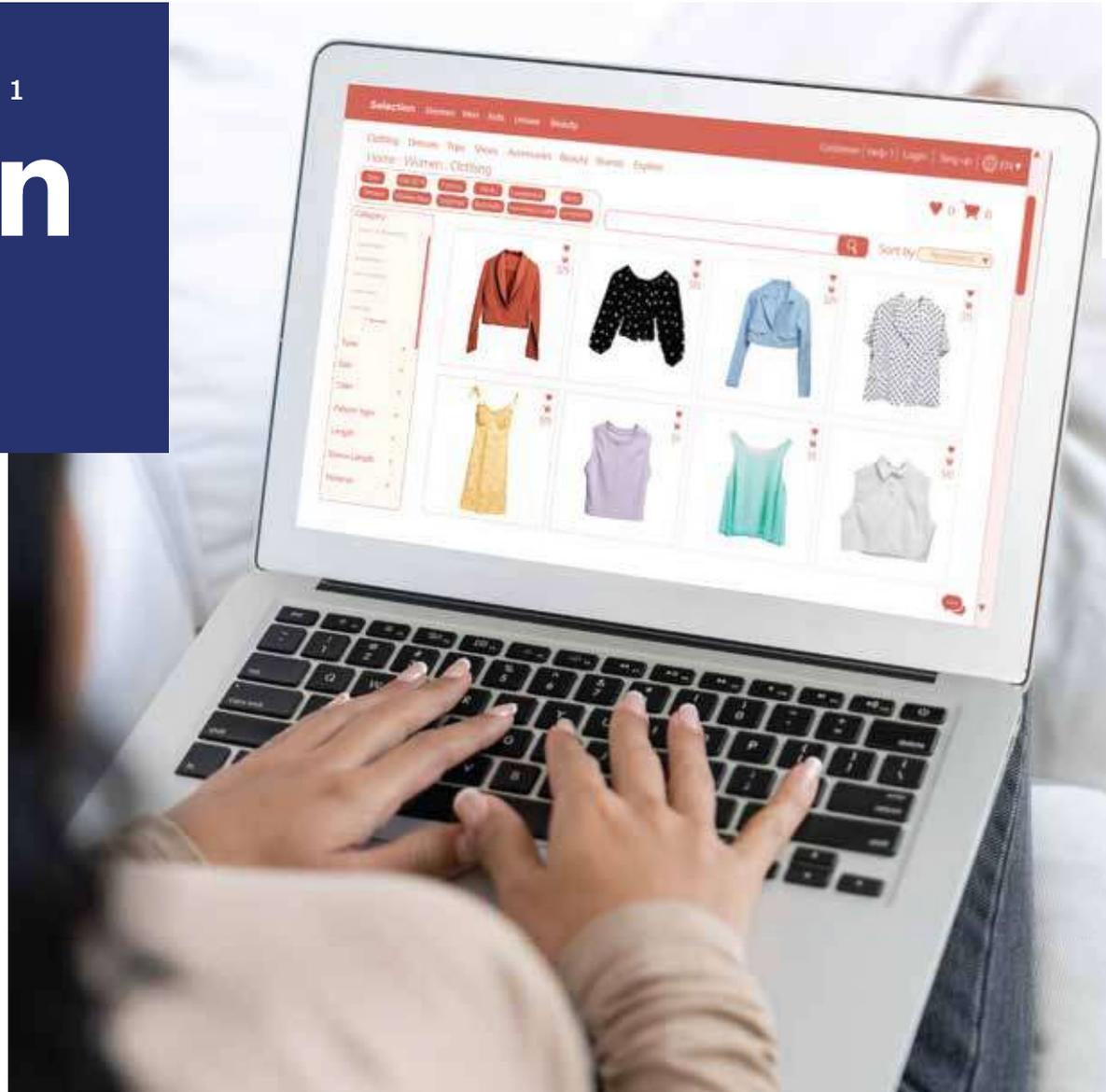
Automation in fulfillment centers boosts speed, accuracy, and scalability. With the right tools and insights, sellers can scale sustainably and build lasting global businesses.

AMAZON FLYWHEEL PILLAR 1

Selection

Smart Selection Fuels
Seller Growth

Selection is the spark that puts the Amazon Flywheel in motion. High-performing sellers view their catalog as a dynamic asset, continually refining their selection by adding new products and expanding across categories to align with shifting consumer preferences. Constant adaptation keeps their product offerings relevant, ensuring they fill emerging market gaps.



Understanding Category and Product Expansion



Each category — such as Apparel, Home and Kitchen, or Furniture — forms a main grouping of products listed by sellers.



Under each category, subcategories like women's dresses in Apparel, kitchen storage in Home and Kitchen, or area rugs in Furniture constitute specific options for customers.



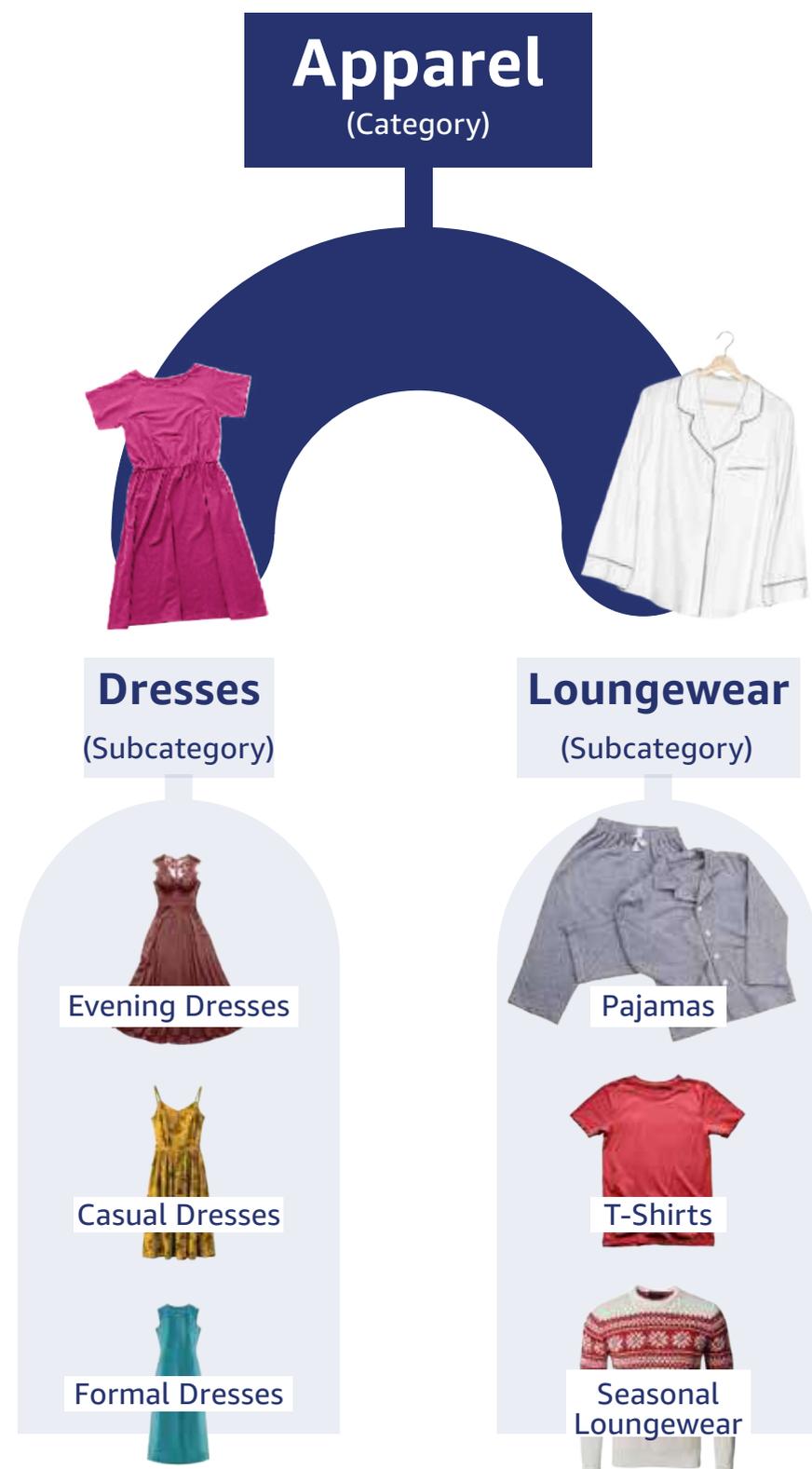
Within these, sellers curate a selection of individual products, constantly updating and expanding their offerings based on market data and trends.

For example, a seller in the Apparel category who was selling only dresses might branch into loungewear, then add trending items like pajamas, T-shirts, or seasonal loungewear — each choice guided by data on what’s gaining traction in their target marketplace.

A fresh, relevant catalog is a powerful growth engine for sellers. However, simply adding new products isn’t enough; sellers need to judiciously decide which products to add and why.

Amazon data shows that new selection added by sellers within a year grows 2.5X by the following year, fueling sales growth.*

**Amazon internal data (as of September 2025)*



Optimizing What to Sell

This is where **selection economics** comes in — the practice of evaluating demand, competition, profitability, and operational costs to make smarter, data-led decisions about what to sell and fine tune everything from design and pricing to marketing strategy.

Sellers on Amazon have access to a range of tools designed to make every step of their export journey, including selection economics, easier. With Amazon Seller Central, they can tap into tools that:



Predict product demand and highlight high-potential categories.



Benchmark performance and suggest actions to boost conversions.



Provide insights on costs, traffic, and market trends.



Identify the best global marketplaces for expansion.



Uncover gaps and opportunities in customer search behavior.



From Concept to Cart: The Role of Sourcing

On ecommerce marketplaces, your selection is only as strong as your sourcing strategy. While identifying the right products is crucial, long-term success depends on sellers' ability to manufacture or source and deliver them reliably — at the right quality, cost, and speed.

Amazon helps sellers leverage India's regional manufacturing strengths — from deciding what to sell to connecting with the right manufacturers. Amazon's manufacturer profile discovery platform connects sellers directly with manufacturers based in India, enabling them to:

Why is Sourcing Important?

Effective sourcing is what transforms a good idea into a great product. A well-executed sourcing strategy helps:

- » Fill selection gaps and respond to unmet customer needs.
- » Launch high-demand stock keeping units (SKUs) faster than competitors.
- » Maintain healthy margins and consistent product quality.
- » Meet fulfillment timelines that drive conversions and repeat purchases.

Discover manufacturers and suppliers by region and product category, such as textiles from Tiruppur, handicrafts from Saharanpur, or spices from Kochi.

Connect directly with vetted manufacturers to discuss capabilities and custom requirements.

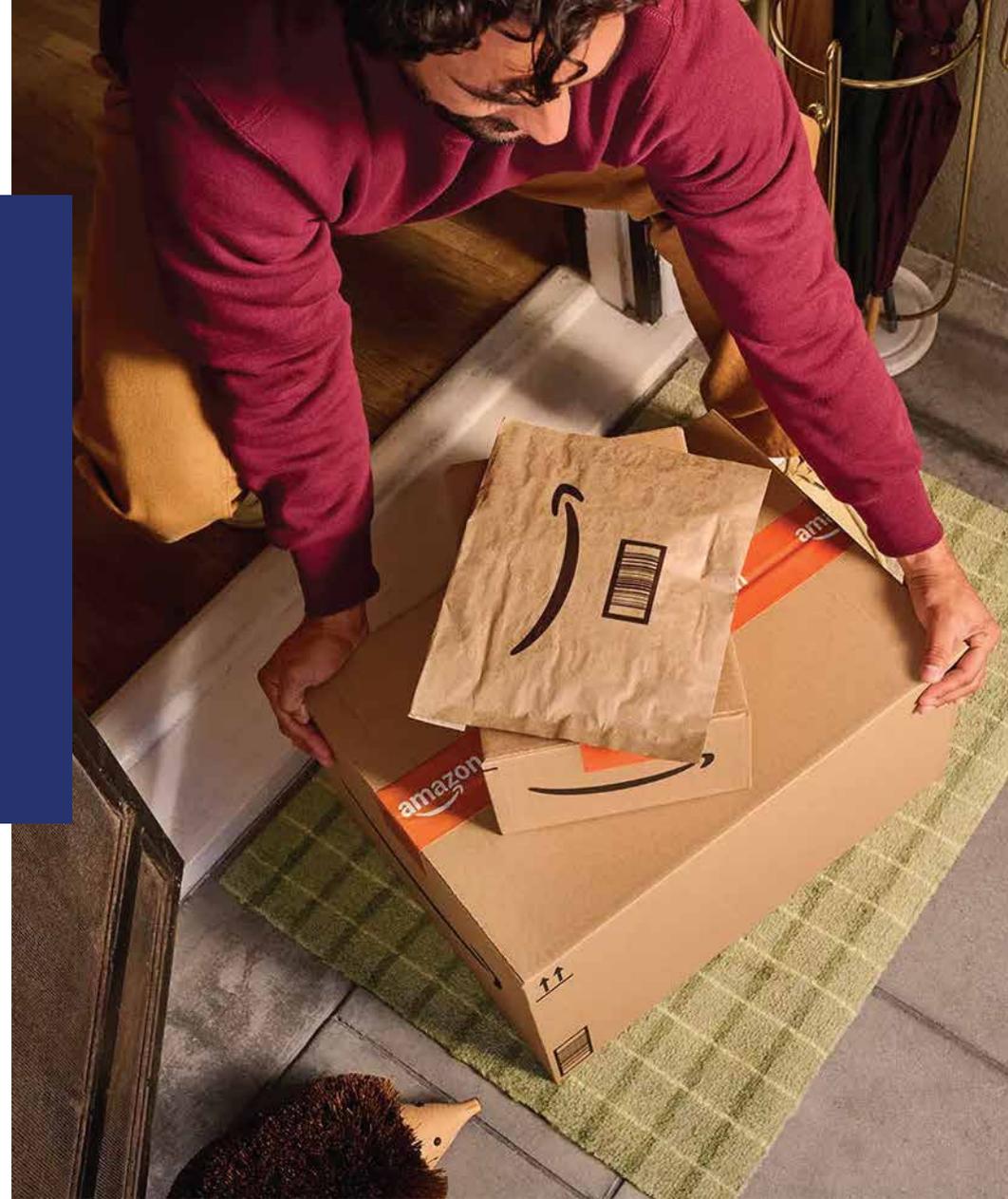
Compare multiple manufacturers efficiently to make informed, goal-aligned decisions.

Finally, once a product is ready to launch, sellers benefit from Amazon's robust operational infrastructure that ensures a seamless go-to-market process. This includes advanced fulfillment solutions, support for global listings for international expansion, and tools to help maintain strong brand-customer relationships after launch.

AMAZON FLYWHEEL PILLAR 2

Customer Experience

Redefining Convenience for Customer Satisfaction



When they first came into being, online marketplaces stood out for the convenience they offer: quick discovery, doorstep delivery, and a broad range of products. Today, shoppers expect much more — competitive prices, detailed product listings, fast shipping, and seamless customer service (easy returns and exchanges, etc.). Consumers quickly abandon carts if they spot better prices elsewhere or if the delivery fee is high.⁴ In 2024, 35% of global online shoppers ranked delivery cost as their top priority, followed by speed and convenience.⁵ To succeed in this environment, sellers must deliver consistent, end-to-end customer satisfaction.

Meet Rising Expectations

Sellers now have data-driven tools and insights to meet and exceed rising expectations across key aspects of customer experience. From fast delivery and easy returns to prompt customer support, every touchpoint builds trust and satisfaction. Real-time analytics helps sellers refine product selection, boost conversion, and uncover new growth opportunities.

Make Listings Work Harder

A product listing is the detailed information about the sellers' product offering that customers can view before making a purchase. High-performing listings are clear, informative, and visually engaging. Better product content can lead customers to make confident purchasing decisions. Sellers can use Amazon's A+ Content to:

- » Create videos, lifestyle images, and feature-rich product comparisons.
- » Engage customers with branded storytelling across the full product catalog.
- » Cross-link customers to their Amazon Brand Store and other related listings, allowing for deeper product discovery.

Optimized content not only drives conversions but also helps sellers stand out in crowded categories.

Price for Global Competitiveness

Amazon enables sellers to make data-driven pricing decisions with tailored tools and insights. Sellers can identify cost-saving opportunities and set competitive yet profitable prices for their products. These tools allow sellers to:

- » Project net profits and margins based on different fulfillment strategies.
- » Experiment with key variables such as item pricing, shipping costs, inventory storage, and fulfillment expenses.
- » Assess the financial viability of their listings across multiple Amazon marketplaces.
- » Learn about associated fees, including referral, storage, and closing costs.



Fulfill with Speed and Scale

Fast, dependable delivery is one of the biggest drivers of customer satisfaction and often a key deciding factor in purchase decisions. Programs like Fulfillment by Amazon (FBA) enable sellers to place their products in Amazon's global fulfillment centers and offer Prime customers the benefit of same-day or next-day delivery. This builds trust and loyalty and gives sellers a clear edge in competitive international markets.

Smarter Selling with AI Integration

Great customer experience is now the baseline for seller success in ecommerce exports. Sellers who raise the bar on speed, precision, and insight through smarter pricing, better product content, seamless fulfillment, and AI-powered tools stand out and grow more easily in today's digital marketplace.

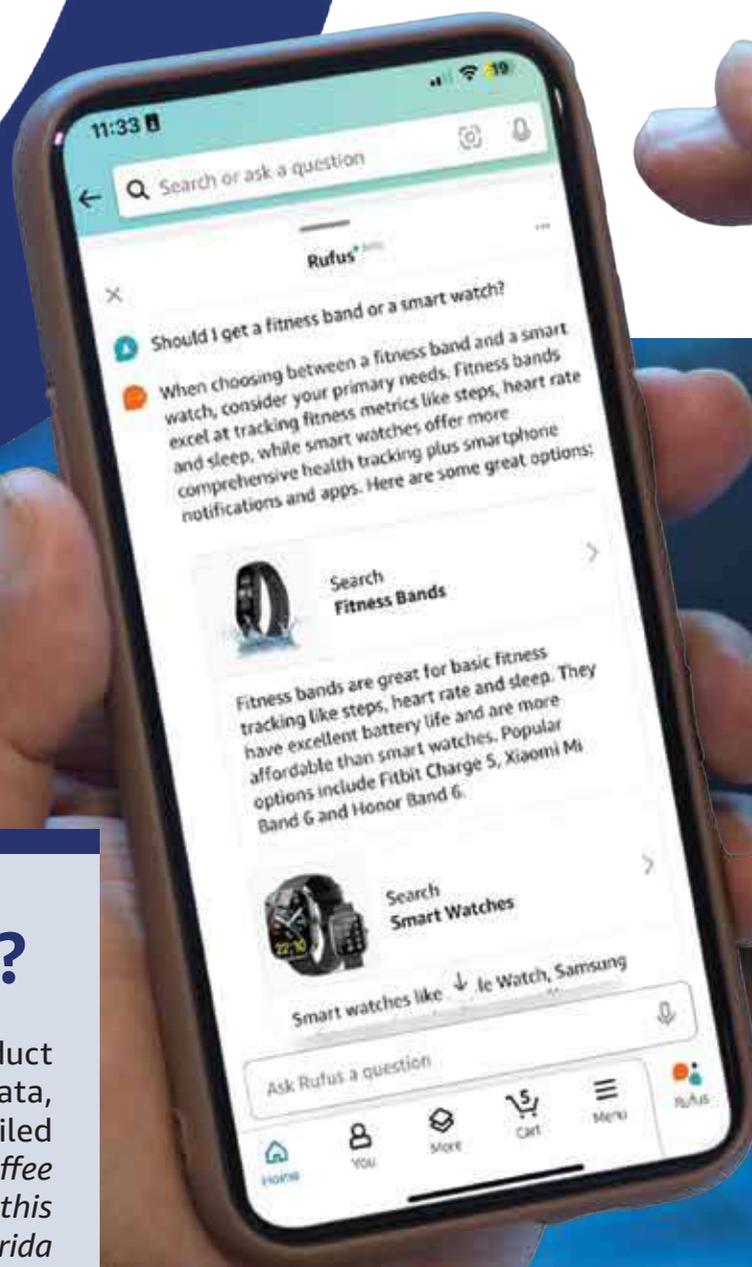
For over 25 years, Amazon has been integrating AI technologies at nearly every touchpoint across the seller and customer journey. AI at Amazon works on both sides of the marketplace — driving smarter decisions for sellers and building more intuitive shopping experiences for buyers. For sellers, this means sharper decisions, greater efficiency, and the ability to deliver the seamless experiences global buyers expect.

For customers, it translates into more personalization and convenience. Generative AI shopping assistants like Rufus allow shoppers to ask detailed questions and receive context-rich answers drawn from product listings, reviews, and Q&As, helping them make confident, informed purchase decisions.



Did you know?

Trained on Amazon's product catalog and web-wide data, **Rufus** helps shoppers ask detailed questions like *"Is this coffee maker easy to clean?"* or *"Will this umbrella hold up in Florida humidity?"* and gives answers based on product listings, customer reviews, and Q&As. This means buyers are more likely to discover the right products, understand their features, and shop with clarity.



AMAZON FLYWHEEL PILLAR 3

Traffic

Ads that Attract and Drive Traffic



As more brands fill online shelves, customers now browse marketplaces where options stretch as far as they can scroll.

For instance, the term 'carpet' throws up at least 500 search results⁶ on Amazon.com, with over 20 brands competing for customer attention. With such intense competition, visibility can't be left to chance — it's essential for success. That's where smart advertising makes all the difference.

With Amazon's suite of advertising and conversion tools, sellers can sharpen their presence through targeted ads, optimize product listings for better discoverability, and build customer trust with strong reviews — all working together to turn visibility into sales.

Ad Advantage: Visibility with Intent

Advertising is a great way for sellers to increase product visibility and reach the right customers at the right time. They can run targeted ad campaigns to enhance product discovery, engage potential customers, and drive meaningful sales. Amazon offers three ad formats tailored to sellers' marketing goals and budgets:



Sponsored Products:

These keyword and product targeted ads appear in search results and product pages, helping sellers drive traffic towards specific products. Sellers who launched Sponsored Product campaigns reported a +31% average weekly lift in units ordered.



Sponsored Brands:

These ads support brand storytelling with creatives like banners, videos, and product and logo displays that direct shoppers to custom landing pages or Amazon Stores.



Sponsored Display:

These ads, available to all businesses, help sellers retarget potential buyers across Amazon and thousands of external apps and websites to re-engage interest.

Amazon Brand Store

Another high-impact traffic tool is Amazon Brand Store, a customizable storefront that helps sellers showcase their brand story, highlight bestsellers, and create a custom shopping experience. Think of it as your website within the marketplace. Sellers can use pre-designed templates to enable a seamless store that supports discovery and encourages cross-selling.



To further increase visibility and conversions, sellers can also offer Prime Exclusive Discounts, which provide special pricing for Prime members and help attract high-intent shoppers.

Turning Browsers into Buyers

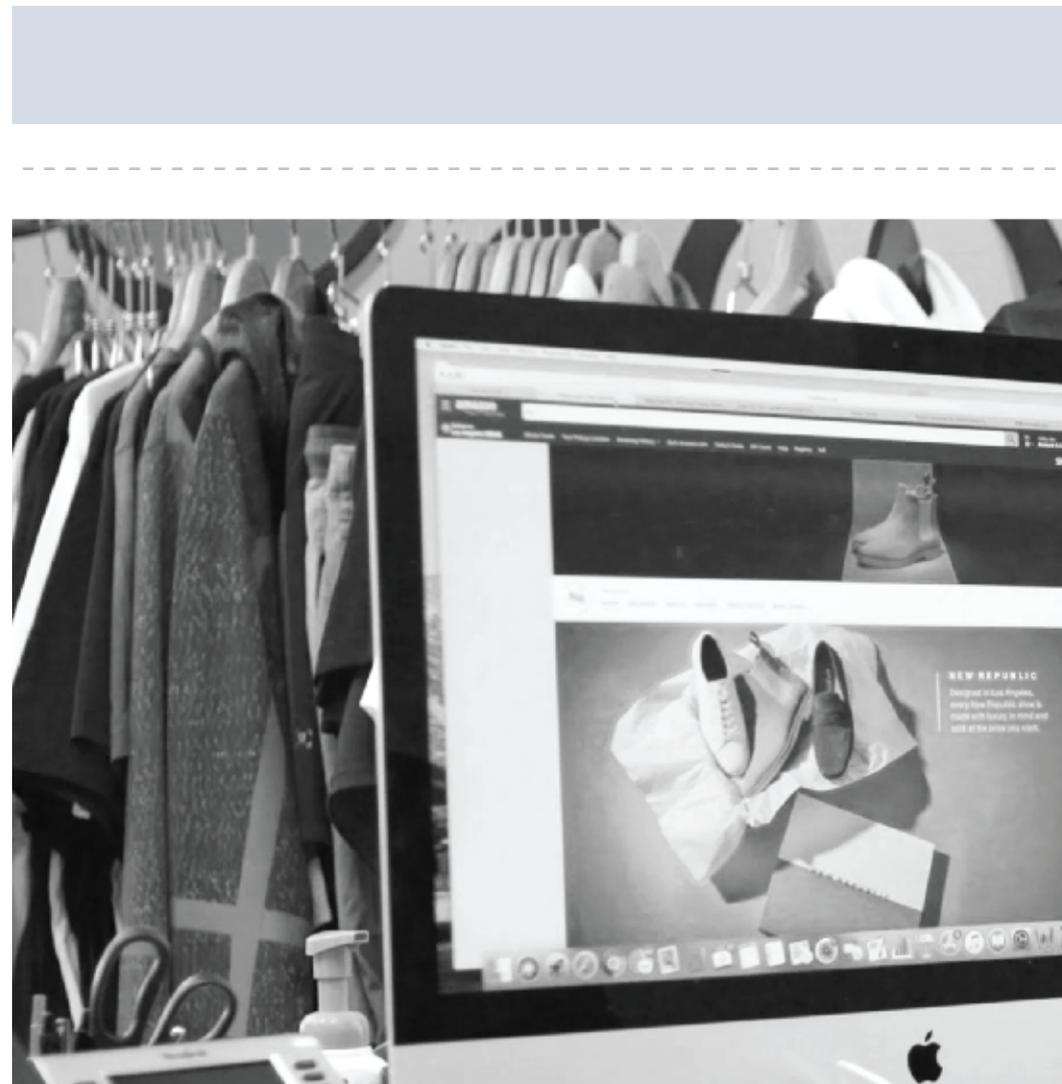
Great customer experience goes beyond offering a wide variety of products — it also means helping customers make confident purchase decisions. Sellers can use smart product recommendations to guide shoppers toward what they need and attract relevant traffic. They can also tap into key tools on Amazon that enhance product visibility and simplify the buying journey for customers. For instance, Vine Voices, an invite-only program that allows trusted reviewers to provide honest, detailed feedback in exchange for free products. The program offers sellers valuable customer insights, helping them increase product discoverability, boost sales, and gain valuable insights into their products.

Promotions that Convert

Amazon offers various strategic promotions and deals that help products stand out in crowded marketplaces. These offers attract attention and encourage shoppers to make quicker decisions. Some of them are:

- » **Time-bound deals**, like Lightning Deals and Best Deals, create urgency that encourages quick purchases.
- » **Coupons** offer flexible savings through percentage or fixed amount off.
- » **Pricing Discounts** let sellers run limited-time campaigns on select products for up to 30 days.

By combining smart timing with the right discount strategy, sellers can boost conversions, stay top-of-mind, and build long-term customer relationships.



Content that Clicks: Converting Social Buzz into Buys

Beyond Amazon ads, sellers can leverage external marketing channels like social media, influencer partnerships, and content marketing to drive high-intent traffic to their listings.

Amazon Posts lets brands share mobile-optimized lifestyle images and videos within shopping feeds, creating free, native touchpoints that build brand awareness and drive product discovery without spending a single rupee on ads.



Expert assistance from Amazon Service Provider Network (SPN):

The Amazon Service Provider Network (SPN) offers expert assistance through 750+ third-party specialists, helping sellers with catalog creation, product photography, ad optimization, compliance, and more. Backed by feedback from over 37,000 Amazon sellers, SPN partners are trusted allies who provide practical guidance and hands-on support to improve visibility and boost conversions.

AMAZON FLYWHEEL PILLAR 4

Sellers

The Amazon Toolkit:
Empowering Sellers for
Global Success

Every new seller adds diversity, innovation, and value to the global marketplace. Indian sellers now have access to step-by-step guidance, digital tools, and programs designed to reduce friction at every stage of their export journey — from listing and shipping to receiving payments and staying compliant.



Seller Lifecycle on Amazon Global Selling

1

Documentation

Be export ready with all paperwork in place.

2

Registration

Sign up on Amazon Global Selling and sell across 18+ global marketplaces.

3

Listings

List products and showcase your brand on Amazon.



7

Performance insights & optimization

Use Amazon tools to track sales, optimize pricing, and manage inventory.

6

Customer experience

With FBA, enjoy 24/7 customer service and returns processing.

4

Fulfillment

Let Amazon store, pack, and deliver your products with Fulfillment by Amazon (FBA).

5

New Seller Incentives

Get new seller incentives and benefits to launch and grow on Amazon.

Crossing Borders, Minus the Barriers

Expanding globally can be complex, especially for first-time exporters. Rules and regulations, logistics, documentation, and payment processes create friction. Sellers often ask questions like:

How can I make sense of all the requirements and ensure I'm on the right track from the very start?



Structured, step-by-step guidance helps simplify this process. Amazon Global Selling offers a suite of tools and programs to offer sellers the support and guidance they need to launch and succeed in global markets, including:

Export Navigator:

A one-stop export compliance dashboard that provides guidance on compliance across six key areas — export registration, product documentation, shipping documentation, tax documentation, payment reconciliation, and export incentives. Supported by third-party providers, it makes compliance easier and is available to all Indian exporters, not just Amazon sellers.

Perfect Launch and New Seller Incentives:

A set of programs and incentives designed by Amazon experts to give first-time exporters a structured start and a clear path for success. Step-by-step guidance and financial incentives help sellers avoid common pitfalls and build sustainable cross-border businesses.

New Seller Incentives include bonus credits on branded sales, FBA fulfillment fee credit, advertising credit, coupon credit, and more.



Scan QR to learn more.



Reimagining Logistics and Fulfillment

A well-oiled logistics system helps sellers meet demand, build trust, and grow faster. Indian sellers on Amazon Global Selling can choose from Amazon's integrated fulfillment and logistics solutions that give them control and scalability.

Logistics in Motion

Fulfillment by Amazon (FBA)

A fulfillment solution that enables sellers to store their products in Amazon fulfillment centers while Amazon handles storage, shipping, returns, and customer service.



Amazon SEND

A cross-border shipping solution that supports FBA sellers to ship their inventory from India to global fulfillment centers using Amazon's partnered carriers.



Amazon Warehousing and Distribution (AWD)

A low-cost storage and automatic replenishment solution, its multi-channel model allows sellers to use a single inventory pool, helping reduce stockouts, cut costs, and maintain consistent inventory flow.

Sellers can also choose to manage shipping and customer service themselves with Merchant Fulfilled Network (MFN).



In addition to these solutions, Amazon is also reimagining the future of global logistics. Advances in warehousing and fulfillment technology are helping sellers worldwide reduce operational costs, improve accuracy, and deliver faster, more reliable experiences to customers.

Innovations like autonomous delivery systems — Prime Air drones and Amazon Scout — are redefining the speed of fulfillment, enabling lightweight orders to reach customers in under an hour and supporting scalable, sustainable growth.

Powering Smart Fulfillment Centers

At fulfillment centers like SHV1 in Louisiana, robotics and automation are transforming inventory management, picking, packing, and shipping. Robots such as Sparrow, Sequoia, Robvin, and Proteus work alongside teams to improve accuracy, lower costs, and speed up deliveries.





Streamlining Global Payments

For new exporters, managing international payments can be challenging. Amazon streamlines this by depositing sales proceeds directly into the seller's Indian bank account, with automatic currency conversion. Sellers simply link an Indian account and an internationally enabled credit or debit card during account setup — making cross-border payments faster and hassle-free.

Laying the Foundation for Seller Success

Strong brand protection is just as important as operational readiness for success in global markets. Amazon enables this through:

Amazon Brand Registry:

A free program which provides sellers with greater control over their intellectual property, protecting against counterfeits, and granting access to enhanced marketing tools. This is especially valuable for D2C brands aiming to build strong international identities, allowing them to enhance listings with richer content, protect product information with automated tools, and track brand performance with real-time metrics.

Knowledge and community support:

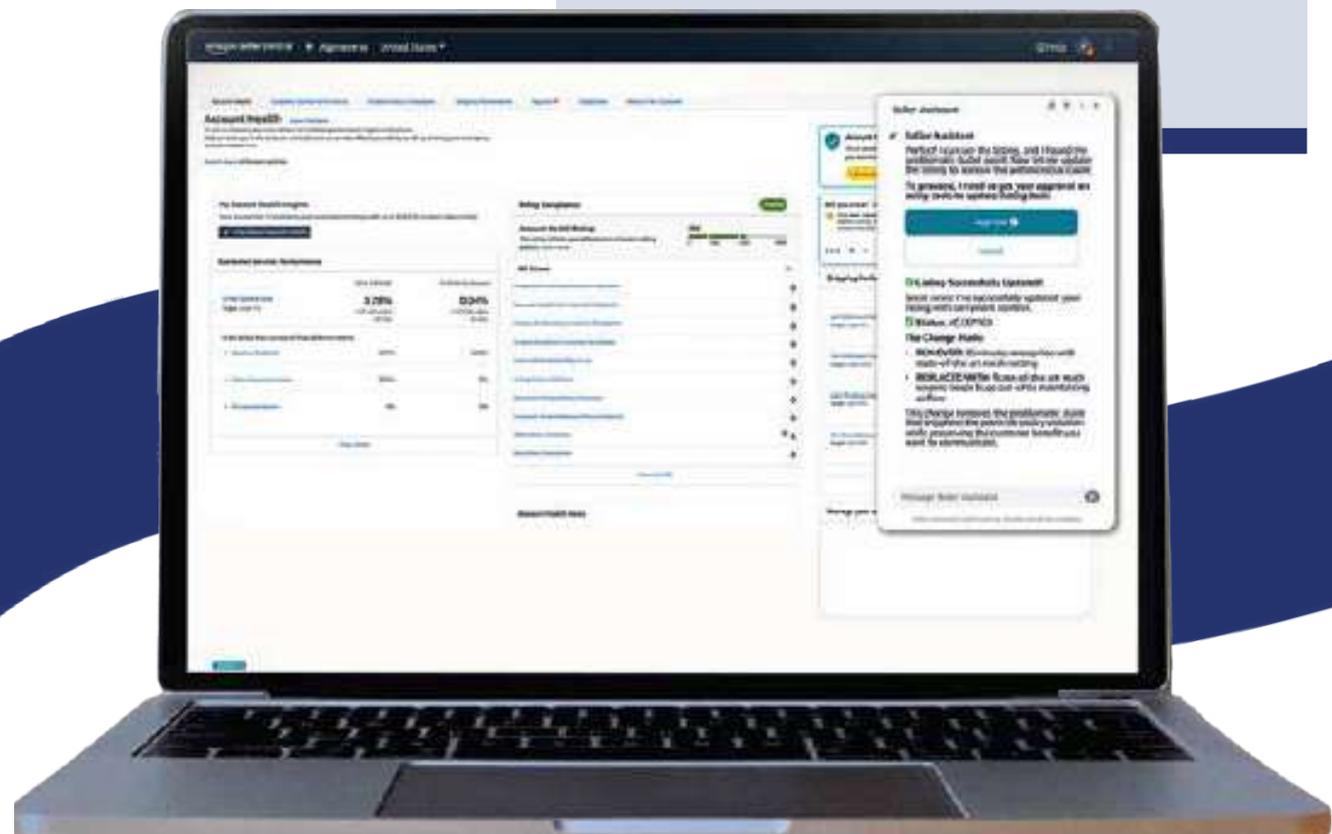
Export-focused programs, webinars, and knowledge hubs which connect sellers with best practices and local experts, helping them gain confidence, access practical guidance, and build lasting customer relationships.

Selling Intelligently with AI-powered Tools

AI is now woven into everyday operations for sellers, powering everything from choosing the most efficient paths in fulfillment centers to delivering with drones and personalizing recommendations for customers. With access to AI-driven insights on real-time market trends and demand forecasting, sellers can tailor product selection, optimize inventory, and launch new products with greater precision. At the same time, automated tools for content creation and listing optimization reduce manual effort, helping sellers move faster and grow smarter in global marketplaces.

AI spotlight

This year, Amazon introduced a powerful new AI tool built directly into Seller Central, marking a major step forward for sellers. It serves as a 24x7 AI partner that helps sellers launch, manage, and grow their businesses. It streamlines account health management, simplifies compliance, creates professional ads with Creative Studio, and provides growth strategies — offering seamless, practical support directly within the platform.



With seller-focused insights, AI-powered tools to optimize strategy, and smarter logistics infrastructure, exporters are better equipped than ever to grow internationally. As India's ecommerce exports is projected to surpass \$200 billion by 2030, the coming decade will witness hundreds of thousands of Indian MSMEs and D2C startups confidently expanding into global markets — empowered by intelligent, technology-driven tools.

Each step forward — whether it's a new product, a global shipment, or a returning customer — keeps the flywheel turning. For sellers, success means building momentum that never stops.



9:41



amazon seller central



\$3,842.05
Sales today

249
Units sold today

★★★★★
Customer feedback

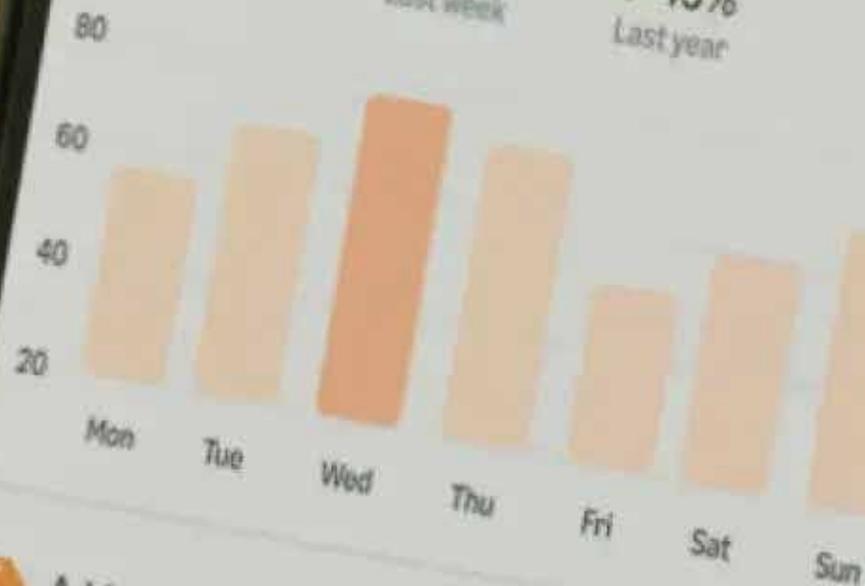
Product Units

Updated 9 minutes ago

471 units
This week

↑ 16%
Last week

↑ 43%
Last year



Add a product

Manage orders

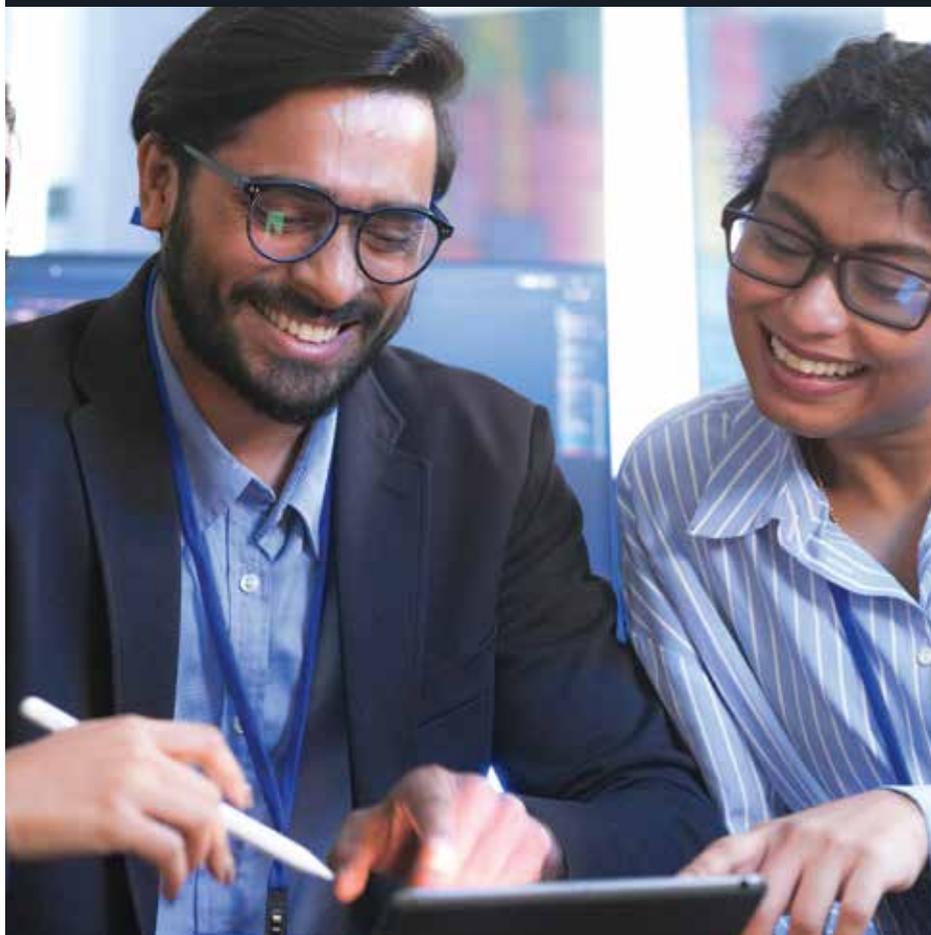
Account head

Campaign manager

amazon global selling
Propel

#PropelYourBrand

Taking D2C Brands to New Heights



India's D2C sector is booming, with digital-first entrepreneurs eager to take their ideas beyond borders. To support this ambition, Amazon launched the Propel Global Business Accelerator in 2021. Over the past five years, the program has supported more than 120 homegrown brands — including Confect, Sirona, Auric, ISAK Fragrances, Fix My Curls, Minimalist, and Shumee — helping them turn local success into global recognition.

Propel serves as a bridge between India's startup energy and the world stage. With expert mentorship, hands-on marketplace support, and partnerships with leading VCs firms such as DSG Consumer Partners, V3 Ventures, Peak XV, Fireside Ventures, Elevation Capital and Inflection Point Ventures, the program helps founders access the resources and networks they need to scale internationally.

As the program enters its fifth season in 2025, Propel is set to make its widest impact yet. This season will empower up to 100 D2C brands with tailored mentorship and training on compliance, logistics, digital marketing, and global sales events, equipping founders to scale confidently on the world stage.



SELLER SUCCESS STORY

Auric

Bringing ayurveda's wellness wisdom to the world

For years, Auric nurtured a vision to bring India's ancient wellness traditions to global audiences. That vision took shape through Ayurvedic supplements, blending time-honored remedies with modern, convenient formats.

“ There is a large interest in Indian cultural diversity world over, including Yoga and Ayurveda. The herbals market is \$25 billion in North America and same size in European Union. This prompted Auric to look west,” says **Deepak Agarwal, Founder, Auric.**



When Auric began exploring ecommerce exports, navigating cross-border logistics and international FDA compliances were their biggest challenges. The turning point came when they joined the Amazon Propel Global Business Accelerator. “Being part of the Propel cohort gave us the guidance and confidence we needed. The Amazon team’s handholding at every stage made the journey far smoother,” Deepak shares.

In less than a year, Auric has grown from a standing start to over \$1.5 million in export revenue in CY2025 on Amazon’s global marketplaces, bringing Ayurvedic wellness to customers worldwide.

The brand currently operates in the Herbal Supplements category, focusing on milk thistle-based liver detox effervescent tablets — a niche that combines Ayurveda’s wisdom with modern, easy-to-use formats.

Auric’s strategy blends social media listening, size of category, innovation index of the category and premiumization potential of the category, while retiring products based on growth and unit economics. Customer trust is built on fast delivery, no-questions-asked refunds, and money-back guarantees, supported by Fulfillment by Amazon (FBA), Multi-Channel Fulfillment (MCF), and Amazon SEND.

With Ayurveda at its core and innovation guiding its path, Auric continues to share India’s wellness heritage with the world, one effervescent tablet at a time.







Steering Progress through Policy

Key government initiatives for ecommerce exporters

The Government of India has introduced several export incentives specifically tailored for ecommerce exporters — to help them overcome logistical, regulatory, and financial hurdles, and to make global selling more accessible and competitive. Some key initiatives are:

1 Export Promotion Mission:

Jointly led by the Department of Commerce, the Ministry of MSME, and the Ministry of Finance, the Export Promotion Mission aims to boost ecommerce exports and strengthen MSME participation in global trade. The scheme has an initial outlay of ₹2,250 crore, with plans to scale up to ₹25,000 crore over the next six years.⁷ It will enable ecommerce exports by:

- » Easing credit access for MSMEs.
- » Facilitating cross-border factoring support.
- » Helping MSMEs navigate trade barriers in foreign markets.⁸

2 Ecommerce Export Hubs

(ECEH):

A Department of Commerce initiative to simplify logistical and compliance challenges faced by ecommerce exporters by:

- » Ensuring faster turnaround for ecommerce exports and easier re-imports.⁹
- » Centralizing services like returns, repackaging, and customs clearance.
- » Generating jobs in transport, warehousing, and quality checks.¹⁰
- » Opening global access for Tier 2 and 3 cities and rural areas.

3 Trade Connect e-Platform:

A Directorate General of Foreign Trade (DGFT) initiative, the platform aims to enhance global market access for Indian exporters by connecting them with Indian missions abroad, export promotion councils, and other government agencies.¹¹ The platform is also involved in:

- » Providing information and guidance on exports.
- » Updating exporters on global trade events, FTAs, and other policies.
- » Consolidating support and resources across the export network.

4 Bharat TradeNet:

A unified platform built to simplify trade documentation and financing for Indian exporters.¹² The platform will be:

- » Complementing the Unified Logistics Interface Platform (ULIP) to streamline logistics.
- » Digitizing India's trade documentation and enabling seamless operability of the involved agencies.¹³

5

PM MITRA (PM Mega Integrated Textile Region and Apparel):

A Ministry of Textiles scheme to set up seven parks that make textile production more efficient by bringing all key activities like spinning, weaving, dyeing, and garment-making together in one place.¹⁴ The scheme aims to help small businesses by:

- » Attracting investments to India, boosting employment, and improving the global competitiveness of Indian textiles.

The seven locations chosen for PM MITRA parks include: Virudhnagar (Tamil Nadu), Navsari (Gujarat), Kalaburagi (Karnataka), Dhar (Madhya Pradesh), Lucknow (Uttar Pradesh), Warangal (Telangana), and Amravati (Maharashtra).¹⁵

6

Rajasthan Export Promotion Policy 2024:

A Government of Rajasthan scheme that supports registered exporters, including those in ecommerce, by reimbursing export-related costs. Benefits include:

- » Reimbursing costs for digital ads, trade fairs, certifications, and tech adoption.
- » Covering 75% of ecommerce platform fees (registration, referral, shipping, etc.) up to ₹2 lakh per exporter per year, for 2 years.¹⁶





Financial incentives:

To further support exporters, the Government has introduced targeted financial incentive schemes designed to ease financial burden and enhance international competitiveness.

1. RoDTEP (Remission of Duties and Taxes on Export Products) scheme:

Reimburses embedded taxes / duties / levies at the Central, State, and local level, through duty credit on hidden costs like power, fuel, and logistics. These credits can be used against future customs payments. Since June 1, 2025, RoDTEP benefits have been restored for exports made by Advance Authorization (AA) holders, Export-Oriented Units (EOUs), and units operating in Special Economic Zones (SEZs).¹⁷

2. RoSCTL (Rebate of State & Central Taxes and Levies) scheme:

Reimburses indirect taxes which are not covered under GST like electricity duty, fuel tax, and mandi tax, for apparel and made-up textiles exports. The scheme offers exporters refunds on state and central taxes paid and transferable duty credit scrips to offset customs duties.¹⁸

3. Duty Drawback scheme:

Refunds customs / excise duties paid on raw materials used to manufacture exported goods. It helps exporters, especially small brands, offset costs and stay price-competitive globally.¹⁹

4. Credit guarantee cover for micro and small enterprises:

Doubled from ₹5 crore to ₹10 crore, it unlocks additional ₹1.5 lakh crore in credit over five years. Startups now get up to ₹20 crore in cover (up from ₹10 crore), and MSME exporters can access term loans of up to ₹20 crore.²⁰

5. Credit cards for micro enterprises:

Proposed customized credit cards for MSMEs, offering a credit limit of up to ₹5 lakh. All micro enterprises registered on the Udyam portal will be eligible for this card. In its first year, the scheme aims to issue around 10 lakh credit cards.²¹

6. Interest Equalization scheme:

Subsidizes interest rates (3% for non-MSMEs, 5% for MSMEs) on export-related credit to make borrowing cheaper, making it easier for smaller businesses to gather necessary funds.²²

7. Extended timeframe for select exports:

Handicraft exports using duty-free inputs: Export period extended from six months to one year, with a further extension of up to three months. This extended timeline allows exporters greater flexibility in converting duty-free raw material imports into export-ready products.²³

End-use of imported input: Time limit extended from six months to one year. This simplifies the export process by giving exporters more time to convert raw materials into finished goods and avoid repayment of import duties under duty-free schemes.²⁴

SELLER SUCCESS STORY

Rug Barn

From loom to living room

At Rug Barn, every rug tells a story — a tradition of craftsmanship handed down through generations. “Our export journey began 11 years ago when my elder sister, with support from my father, started selling on eBay,” recalls Amir Ansari, co-founder of Rug Barn.

Early experience on eBay and Etsy laid the foundation for the brand, but Amazon became the true growth engine.

“When we first launched on Amazon, we received just 1-3 orders per month, generating around \$600-1,000. Once I took over and we started focusing on the platform, sales accelerated quickly — from \$2,000-5,000 in the first month to nearly \$200,000 per month within a few months, fueled by targeted campaigns and guidance from our Amazon account manager,” **Amir explains**



Rug Barn specializes in handmade area rugs, particularly hand-tufted designs crafted in-house by skilled artisans using locally sourced wool. Each rug is made to order, blending traditional craftsmanship with modern aesthetics. With around 6,500 ASINs listed on Amazon, the brand now reaches customers worldwide.



Customer experience drives every decision. Fast delivery, 30-day returns, and 24/7 support ensure buyers feel confident, while occasional delays or handmade variations are handled with discounts or replacements to maintain trust.



From a family workshop to a thriving global brand, Rug Barn continues to weave India's artistry into homes worldwide — one handmade rug at a time.





A living room decorated for Christmas. A large, lit Christmas tree stands in the center, adorned with white lights and various ornaments. To the left is a stone fireplace with a plaid armchair in front of it. To the right is a large window. In the foreground, several wrapped gifts are placed on a circular rug.

Inside Amazon Sale Events

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

ALWAYS IN PEAK SEASON

AMAZON'S YEAR-ROUND SHOPPING FIESTA

JANUARY



New Year/Holiday Season

FEBRUARY



Valentine's Day

MARCH



Easter

APRIL



Ramadan

MAY



Mother's Day

JUNE



Father's Day

JULY



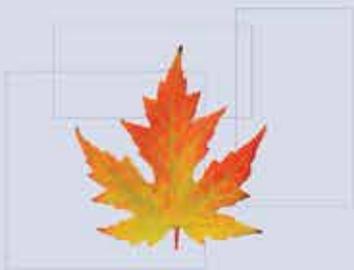
Prime Day

AUGUST



Back to School

SEPTEMBER



**Autumn Deals/
Fall Sale**

OCTOBER



Halloween

NOVEMBER



**Black Friday &
Cyber Monday**

DECEMBER



Christmas

When you're selling to a global audience, the festive season doesn't end — it simply takes on new names at different times of the year. From New Year's through Valentine's Day, Mother's and Father's Days, and Back to School right up to mid-year events like Prime Day, sale periods throughout the year offer Indian exporters on Amazon Global Selling fresh opportunities to expand globally. However, the real showstopper of festive sales begins in the period after Thanksgiving, which signals the start of the busiest global holiday shopping season.

Online shopping has emerged as the new go-to shopping experience during sale periods, eliminating the hassle of crowded storefronts, long queues, and limited stock.

In 2024, Indian exporters launched over 50,000 new products on Amazon's global marketplaces for the holiday season that started with the BFCM sale event from November 21 - December 2. They recorded significant business growth compared to business as usual during the BFCM sale held globally.

BFCM has become a powerful accelerator of global success for Indian exporters, with customers across North America, Europe, and the Middle East driving the highest sales. In 2024, the highest growth was seen in categories like Beauty, Grocery, Toys, and Health and personal care.



Highlights from BFCM 2024: Amazon Marketplace Buzz

Exporters recorded significant business growth on Amazon global marketplaces.

Top-selling brands:

Lane Linen
(sheets, pillowcase sets, towel sets)

Skillmatics
(toys)

Marketplace Impact
(apparel)

California Design Den
(sheets, pillowcase sets)

London Luxury Products
(beauty)

Fast growing brands:

Himalaya
(vitamin and mineral supplements, oral care products)

Threadmill Home Linen
(sheets, pillowcase sets)

Solino Home
(tablecloth, cloth napkins, runners, curtains)

Ultrahuman US
(wireless accessories)

Bella Coterie
(sheets, pillowcases, and duvet covers)

Seller success story: BFCM 2024 sales growth

“During BFCM, we achieved 1.5x growth compared to business as usual by focusing on merchandising. We followed a full funnel strategy by activating Sponsored Products, Sponsored Brand, and Sponsored Display for the BFCM period to increase brand awareness and sales. The Amazon Team played a key role in getting us visibility in the competitive US market and quickly resolving account issues, which helped us position ourselves well in the market to succeed.”

Mihir Godia,
International Growth, Minimalist

Prime picks from Prime Day 2025

- » During the Amazon Prime Day event held globally on July 8-11, Indian exporters on Amazon Global Selling saw impressive growth across key categories like Health and personal care, Beauty, and Office products.
- » The US and the UK continued to drive business growth for Indian exporters during Prime Day 2025.
- » Top-selling brands included Lane Linen, California Design Den, and Skillmatics.
- » Some of the top-emerging brands were Ultrahuman, Doctor's Best, ArtNaturals.

Seller success story: Prime Day 2025

Threadmill Home Linen turned Prime Day 2025 into a record-breaking event, selling 9,000 sheet sets (+39% YoY) and 5,000 blankets (+91% YoY), driving overall growth of 41% YoY. The brand gained 130 basis points in market share and rose from the 5th to 4th largest in blankets. The success was powered by flawless execution — 100% deal adoption, Sponsored Products enablement, and 93% capped inventory coverage across their key selections — proving that preparation and strategy can turn a shopping event into a market milestone.

Prime Day was introduced on Amazon's 20th birthday in 2015 — a bold new sale event designed to offer more deals than Black Friday, exclusively for Prime members.



SELLER SUCCESS STORY

Mars by GHC

Taking ayurveda beyond borders

Mars by GHC began with a simple question: why keep India's Ayurvedic wellness secrets within the country when the world could benefit from them? What started as a mission to serve local customers soon grew into a vision to bring high-quality, trusted health products to international customers.

“**As founder Samarth Sindhi** reflects, ecommerce exports “turned out to be a defining decision. Seeing customers from across the world respond so positively to our products was a true turning point.”

The brand launched on Amazon Global Selling with its flagship products, Ashwagandha and Shilajit, both rooted in Ayurveda and relevant to modern wellness. Starting with these proven products helped them build early credibility and gain traction in new markets. Guided by customer feedback, sales trends, and regional insights, the catalog has now expanded to over 80 SKUs, addressing evolving health and personal care needs worldwide.



Since launch, Mars by GHC has achieved 100% year-on-year growth, reflecting both product strength and the trust earned with buyers. Fulfillment by Amazon (FBA) has been central to this success, handling storage, packing, and shipping while the team focuses on innovation. Amazon Ads have amplified visibility, attracting new customers and establishing a global presence.

With a focus on quality, transparency, and customer-first service, Mars by GHC is not just exporting products — it's exporting India's centuries-old wellness wisdom to a global audience.







Connecting the Dots for Collaboration

Partnering for an inclusive framework for
ecommerce exports

Building a successful export business takes more than ambition — it requires the right ecosystem and enablers. Today, the Government of India, state authorities, industry associations, trade bodies, logistics and payment providers, ecommerce marketplaces, and other stakeholders are collaborating to unlock global opportunities for Indian MSMEs.

Export enablement partnerships, events, and initiatives

Amazon is partnering with industry stakeholders and the government to make ecommerce exports simpler and more accessible for Indian businesses of all sizes. Some of our key collaborations are:

MoU with the Directorate General of Foreign Trade (DGFT):

First launched in 2023 and renewed in 2025, the partnership is designed to make exporting easier, especially for first-time sellers. It offers hands-on training across 47 districts, integrates digital tools like Amazon's Export Navigator into DGFT's Trade Connect portal to simplify compliance, and organizes local events to support sellers through every step of their journey. The initiative directly supports the government's District as Export Hub initiative, making export knowledge more local, accessible, and action driven.²⁵

MoU with the Federation of Indian Export Organisations (FIEO):

The partnership aims to establish a dedicated ecommerce export task force to collaboratively shape policy frameworks, enable infrastructure support, and increase awareness of ecommerce export opportunities among Indian businesses.²⁶

MoU with the MSME Commissionerate, Government of Gujarat:

This collaboration will accelerate ecommerce exports from the state and digitally empower lakhs of local MSMEs through workshops, focused training, and hands-on support to help them start and scale their exports via Amazon Global Selling.²⁷

MoU with West Bengal State Export Promotion Society:

Amazon will onboard and train MSMEs from West Bengal on its Global Selling program, helping them take their unique 'Made in India' products to customers in over 200 countries and territories worldwide.²⁸



Going regional, driving impact: Export Connect and Export Haat

Export Connect, our flagship ecommerce exports event, took a new direction in 2025. This year, we hosted events across four regional hubs — Delhi, Coimbatore, Jaipur, and Ahmedabad. This format enabled us to meet exporters on the ground and bring partners and policymakers to the very heart of India's thriving export clusters.

With Export Haat, we went even deeper, targeting regional clusters with manufacturing strengths in key export categories like textiles, carpets, home décor, and more. We focused on small cities with big export potential, including Tiruppur, Moradabad, Panipat, Karur, and Bhadohi. These one-day, in-person events equipped sellers with practical training, guidance, and networking to power their global journey.

Together, these events welcomed over 4,000 exporters in 2025, strengthening India's ecommerce export community and taking our engagement closer to the grassroots than ever before.

Learning designed for every seller

In 2024-25, Amazon Global Selling trained over 6,000 sellers through a series of comprehensive webinars. These included live interactive sessions as well as recorded webinars that sellers could revisit later. The sessions provided practical guidance to help sellers launch, scale, and optimize their export businesses on Amazon.

Logistics that reach every corner

Logistics is one area where partnerships are reshaping possibilities. India Post's vast delivery network is being synchronized with new-age shipping solutions, ensuring that even sellers in remote towns can connect to international markets.²⁹ Private logistics players like Shiprocket are also working on public-private partnerships to set up dedicated ecommerce export hubs, strengthening infrastructure for growing demand.³⁰





Industry-led learning and support

Simplifying exports starts with understanding the pulse of sellers on the ground. That's where industry associations play a key role. The Federation of Indian Export Organisations (FIEO) is taking a hands-on, region-first approach to simplify exports for MSMEs in India. Recent initiatives include digital training programs and practical seller workshops focused on real-world export questions.³¹ These efforts aim to make export know-how accessible, build confidence, and give small businesses the tools they need to reach global customers.

Together, these collaborations are connecting the dots through training, events, and grassroots networks — acting as powerful enablers that bring India's vision of a strong, inclusive export ecosystem to life.

It's always Day 1 for ecommerce exports: a time to imagine bigger possibilities, remove barriers, and unlock new growth opportunities. As India's innovation, craftsmanship, and export strengths converge on the global stage, a new chapter is being written — one where every milestone strengthens the nation's role in global trade and every entrepreneur has the chance to dream, build, and thrive globally.

SELLER SUCCESS STORY

Greenwood Essentials

Crafting trust, one drop at a time

What if the purest oils in nature could reach every corner of the world? That question sparked Greenwood Essentials' global journey. While essential oils were appreciated locally, the brand realized that international customers already understood their value and were ready to embrace quality and authenticity.

“Every order abroad validated the decision,” recall **Annu and Vikas Bharadwaj, co-founders of Greenwood Essentials**, marking the start of a journey that would redefine their brand.

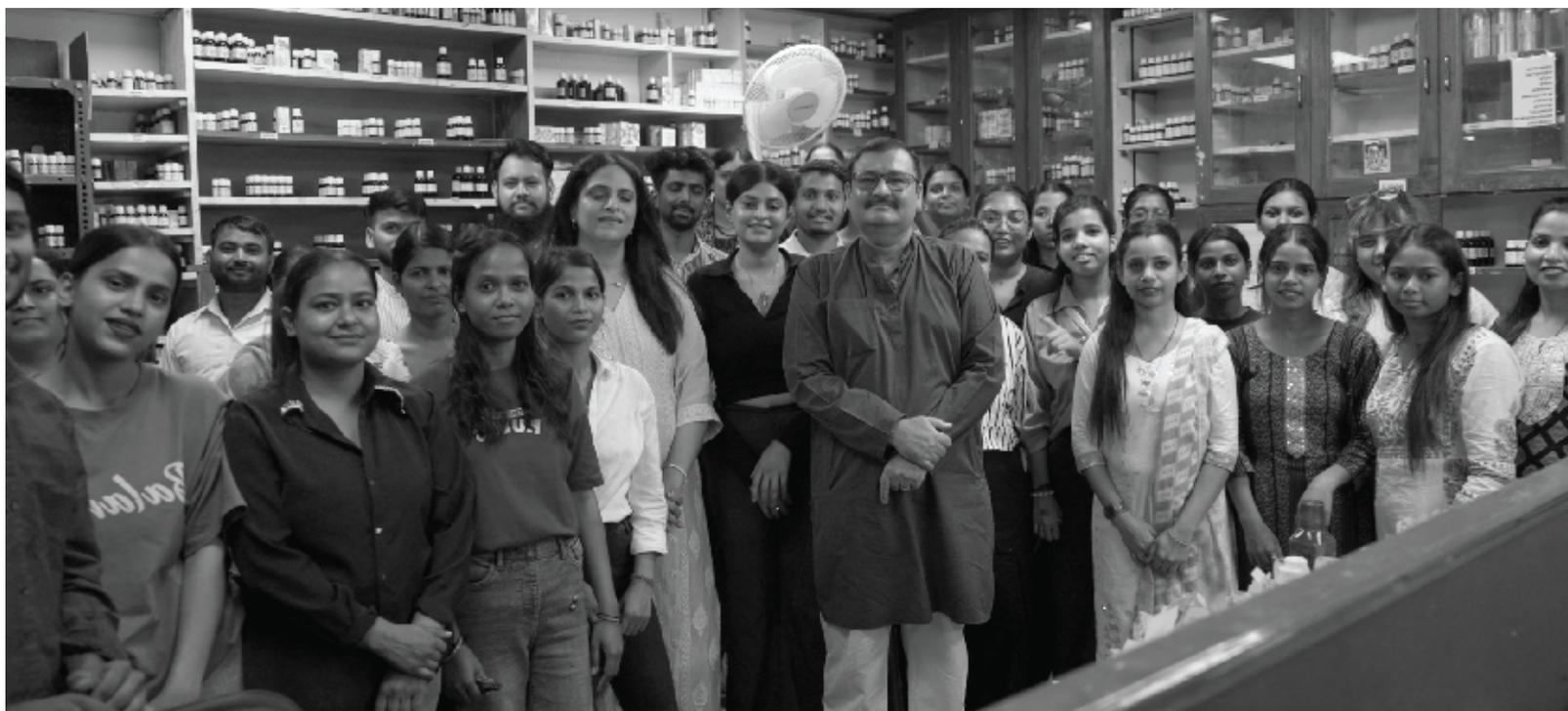
Exports began cautiously, testing demand on Amazon while navigating the complexities of customs, compliance, and international shipping. Early wins came from building a seamless logistics framework and ensuring every package reached customers quickly and reliably. Today, Greenwood Essentials offers around 5,000 SKUs on Amazon, from everyday favorites like rosemary and eucalyptus to rare oils like sweet wormwood and cajeput, catering to diverse needs across global markets.



Success has been driven by a blend of visibility and trust. Products are scaled through Fulfillment by Amazon (FBA), giving buyers faster delivery and the reassurance of the Prime tag. Amazon Ads, campaigns, and promotions have helped the brand stand out in crowded marketplaces while supporting steady, sustainable growth.



Through careful sourcing, unwavering quality, and a commitment to customer trust, Greenwood Essentials has transformed from a local wellness brand into a global name in pure, natural oils — proving that authenticity knows no borders.



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