Stellar Stories
of undying spirit, strength and success.
With a billion people, India is at a unique confluence of a young and growing middle class, scalable internet technologies, access to affordable mobile technology and a hungry entrepreneurial talent pool. When we started Amazon.in in 2013, we did so with a vision – empower every motivated business in India to reach customers anywhere, enabling every Indian to access the widest selection of products at the best value and delivered fast and reliably; in the process improve daily lives by saving time and money for pursuits that truly matter.

India is the only country where we have a 100% marketplace model, so we had to innovate for India and the Indian customer right from the beginning. Over the last 6 years a significant part of our investments have been dedicated to infrastructure, technology, and innovations that enable and empower the small and medium businesses to embrace the new digital world.

We have created over 24 million cu ft. of storage space across 50 FCs in 13 states, last mile logistics covering 100% of India’s serviceable pin-codes, and technology enabling tens of thousands of sellers to provide a fast and trustworthy delivery experience to customers anywhere in India. Over 500,000 sellers (50% of those from Tier 2 and Tier 3 cities) are selling nearly 200 Million products, making us India’s largest marketplace. Amazon Saheli is bringing women entrepreneurs online; Amazon Launchpad is enabling Indian startups to launch tens of thousands of new innovative products; and Amazon Kala Haat is reviving Indian art and handicrafts by bringing close to 150,000 weavers & artisans households online.

Our efforts are not only enabling businesses to go online but also enabling the new-age digital entrepreneur. We have partnered with neighborhood ecosystems to create programs such as I Have Space where local kirana stores, stationery shops, and even bakeries are becoming logistics partners. Similarly, another India innovation Amazon Easy is empowering small corner shops to be digital assistants to first-time online shoppers in remote towns. We are humbled to see our efforts help the priorities of Digital India and Skill India achieve meaningful scale.

Our Global Selling Program has over 50,000 sellers offering nearly 140 million ‘Made In India’ products on 12 international Amazon marketplaces. With cumulative exports till date already exceeding $1 billion, the program is expected to exceed $5 billion in sales by 2023 for Indian exporters enrolled in this program. Continued government support over the next few years to ease the exports process further is going to be crucial to put Indian on a significant growth trajectory and truly take Make in India global at scale.

The launch of AWS Asia Pacific (Mumbai) Region in June 2016 has acted as a catalyst in enabling the startup ecosystem in India. Today, the AWS Cloud being used by more than hundreds of thousands of developer customers for a broad range of applications in order to bring efficiency in the day-to-day working in their business. Our digital voice assistant, Alexa too, is giving new opportunities to developers to build new skills to make Alexa more relevant for customers every day. We look forward to enabling a whole new generation of entrepreneurs in India to compete at global scale.

These and many other examples that you will read in this book will throw light on the numerous innovations that are beginning to meaningfully impact lives in India. It’s been 6 years for Amazon.in but we are barely getting started. We are energized by the tremendous opportunity ahead of us to serve customers and play our part in India’s digital transformation.

It’s still Day 1!

Amit Agarwal
Senior Vice President and Country Head, Amazon India
Table of Contents

Reviving Handlooms & Handicrafts .......................... 3 - 15
Supporting Small Business .................................. 16 - 28
Ecosystem Empowerment .................................... 29 - 43
Entrepreneurship & Economic Impact ...................... 44 - 64
Innovating for India ........................................... 65 - 73
Diversity & Inclusion .......................................... 74 - 80
Content Creation & Consumption .......................... 81 - 87
Towards a sustainable future ................................. 88
Amazon: Now an Indian household name .................. 90
Molding the future of mud art ........................................ 4
Stitching the success story of Saanthal ............................... 6
Printed to last a lifetime .................................................. 8
Warmth, woven & distributed .......................................... 10
Breathing new life into blue art pottery! .............................. 12
Imagine ........................................................................... 14
The lengths an artist can go to reintroduce an art form to the world is fascinating. And this translates literally and figuratively for Majikhan Ilamkhan, who is kneading, moulding and traveling many a kilometer to create art with mud and market the merchandise for a living.

While the rest of the people have taken to rearing cattle and selling milk, Majikhan sings a different tune altogether. For years now, the routine is as thus - he sets out for Bhuj to collect plywood and mud. After spending a day or two to estimate and bring enough material to get started with, he reaches back to his work studio, which is located in the center of Siniyado, the village he grew up in. He places the mud to dry in the sun, kneads it with Fevicol and begins to piece together an elaborate design on the plywood board - complex mandalas dotted with mirror work.

"From 3-4 hours for a 12 by 12 inch frame to days, the time consumed in creating a frame depends on the size and the complexity of the design."

The village being remote and the reach seeming limited has not slowed down Majikhan in the slightest. On the contrary, he is quite excited to expand the reach of the mud art form, through his collaboration with Amazon.

Not a novice to marketing, MajiKhan started out by reaching out to his audiences through his Facebook, Youtube and Instagram accounts - they would post queries and proceed to purchase his art frames. Collaboration with Amazon proved to be far more effective and helpful for his trade.

The pride in his voice is unmistakable when he relates that he is the only one in his village to use technology to sell his art. Wrapping up work for the day, he concludes that he wishes to see this art form expand through the people of Siniyado.

"My village folk know is that if you do art with conviction and hard work, there is money in it."

After going online on Amazon, there has been a steady growth in orders. The name Amazon means a lot and customers feel that if you are on Amazon – you will supply goods of a certain quality and I have not disappointed them thus far.
Stitching the success story of Saanthal

Ever experienced the joy of running your hands on elaborate embroidery? The efforts that have gone into bringing the design to life will make you take a moment to ponder and marvel about it. This story is all about the people working painstakingly towards keeping one such embroidery technique - Kantha - alive.

Their day begins by sourcing cloth from close associates, and setting the colours of threads to be used. Sitting in groups of five, they complete the embroidery in sections.

While the community has been growing ever since, the ways to market the embroidered clothes were getting limited with the passing of time. Or so until they came into contact with Amazon through Tribes India - apex brand under TRIFED under administrative control of Ministry of Tribal Affairs, GOI.

Today, the tribe has expanded including other non-tribal yet poor rural communities too, thanks to the orders pouring in.

Residing in the eastern regions of the Indian subcontinent lives a community that calls themselves Saanthal. For years now, they have been ensuring that Kantha embroidery still finds place on shelves amongst the machine stitched fabrics.

Thirty five years ago there was no recognition to this work. With the opportunity to earn a livelihood approaching us through Amazon, the reach has improved considerably.

Kantha work is approximately 500 years old. The most popular form of Kantha is the running stitch. Other forms of stitch such as darning stitch, satin stitch and loop stitch are also used. Kantha is divided into seven different types, of which Lep Kantha and Sujani Kantha are famous.
Linked to azrakh, an Arabic word that means Indigo, Ajrakh is an art form that has a 16-day process to create hand-printed fabrics. Once a trade that stayed in the family of Ismail Mohamed Khatri, Ajrakh ironically saw light of the day when the earthquake in Bhuj in 2001 wiped existence off the face of their village.

Ismail Mohamed Khatri had two choices post experiencing the aftermath of the earthquake - to stay back in the village and start reviving the art form from scratch or to move cities and start afresh. He chose to start Ajrakh afresh in Kutch. They named the village they resided in as Ajrakhpur, after the art form and the son - Sufiyan Khatri took over. Teamed with his immediate family and a few willing community members, he set out to ensure days that promise Ajrakh a pan-India presence.

Going online through Amazon has helped us get not just orders, but also helped our business get visibility. If our art has to survive we need to do this. Handcrafted textiles are the product of a labour of love and emotional investment. It is good to see that this investment has started giving us returns.

The Ajrakh hub is divided into sections, that seem disorganized and chaotic at first but a fitting puzzle piece to the 16-day process as we understand the work behind producing the Ajrakh fabric. The first step is to print patterns on the fabric, dye it, dry it in the sun and then wash it off. It helps better if ample amount of drying in the sun complements each step.

"Ajrakh is a visual art form that involves a rather laborious technique. Apart from having a creative mind, you have to experience the art to enjoy learning it and then creating it. That’s how I learned."

Not only was it necessary to inject new life into the art form, it was also necessary to give it the foothold it deserves amidst the machine-made clothes. Amazon ensured that Ajrakh reached the shelves that held clothes from renowned brands in shops, by building an online presence for it.

What might have been forgotten under the debris of the Bhuj earthquake, Ajrakh fabrics will soon be one of the most sought after, thanks to the shared vision of Sufiyan Khatri and Amazon.
Known as Lingchay amongst the Bodh tribe residing in Lahaul and Spiti, the Bodh shawls have begun to wrap themselves round the entire nation as dreamt by Paljor Bodh, a native of Spiti.

Narrating the story he grew up listening to, he begins by saying that the Bodh tribe originated in Zaskhar, Ladakh. They started to earn their livelihoods through farming - growing local produce and selling them locally itself. Paljor’s family got associated with the weaving industry when his father shifted the family to Kullu and operated 2-3 looms for a living.

Soon enough, in 1972, Paljor picked up the trade and decided to take the trade forward. He relates that it was very hard for them to sell the shawls, not many were aware of them, in spite pushing its reach through shops and exhibitions.

Together with TRIFED and Amazon, the Bodh shawls are being woven at the foothills of Himalayas and being distributed across the world.

Bodh shawls’ both ends are fastened by a pin called Dikra.

Only recently did we realize that there are no holds barred in expanding audience for the Bodh shawls if we partner with Amazon and sell the shawls online.
Breathing new life into blue art pottery!

Popular in the 1950s, blue art pottery made its comeback through the collaboration of an artist duo – Giridhari and Sharada – based in Jaipur and Amazon.

The reach and the audience blue art pottery enjoys today makes it hard for us to believe that it was a dying art form and a dwindling business just a few years ago. Giridhari was 22 when he decided to expand business for blue art pottery. He started a factory near his house, taught people in the neighborhood of the various processes encompassing the creation of blue art pottery and with his wife, Sharada, began the long journey of reviving the art form. "Ours is an intricate art - right from moulding the pots to making the brush and then painting - it is all very time consuming and needs to be done with a lot of care. Customer reviews that we get online on Amazon, helps us better a product and this is also one of the reasons our business has grown."

Blue art pottery is Turko-Persian in origin. This form of pottery does not use clay. The blue used to design the pottery comes from cobalt oxide.

Before they partnered with Amazon, the duo depended on brokers and had no option but to agree to the exorbitant prices they charged. This has changed after they chanced upon Amazon.

"Now we are the owners of Aditya Blue Art Pottery in the true sense. We are able to track orders in real time, access customer reviews and reach out to Amazon in case of any unforeseen technical issues. I have called them up at 10.30 in the night when I had a problem with the orders and they were on call helping me set right the glitch. All this has helped our business grow."

Sharada takes part actively in the business and they are happy that they have been able to expand Aditya Blue Art Pottery from a team of 6-7 people to around 50 people. Knowing that they have provided employment to people makes the couple very happy.

"It’s a small change, but it’s a change no less and we hope we can continue doing this."

"We have been pretty successful in doing this and thanks to coming online on Amazon, we reach customers nation-wide."

"Blue art pottery is
Turko-Persian in origin
This form of pottery does not use clay
The blue used to design the pottery comes from cobalt oxide"
Abdul Gafoor Khatri Padma
Shri award recipient Master Artisan of Rogan Art Form (a fabric painting technique)

- Rogan art’s most acclaimed painting is called the “Tree of Life”, inspired by traditional Persian designs
- Prime Minister Narendra Modi chose the “Tree of Life” painting gift to the then U.S. President Barack Obama during his U.S. visit
- The nine artists of the family have each won six State Awards between them for their work

The Rogan art painting is an ancient art form - over 400 years old, currently practiced in the Kutch region of Gujarat. In conversation with Abdul Gafoor Khatri, we learnt that the Rogan-painted fabrics have begun to enjoy the limelight after e-commerce revived the craft.

Rogan art is made from castor oil. It’s heated for 5-6 hours – with the temperature constantly monitored and the mixture stirred often. Once it arrives at the exact consistency, they cover it and keep it to cool. This gooey mix is called Rogan. The artists then mix the colour in it which is used to paint.

During the entire process of the gummy paint being carefully twisted into motifs, the blunt needle never comes into contact with the cloth! Delicate and precisely painted, Rogan paintings are often created from the artist’s own imagination.

We are now online and this has helped our business a great deal. I just hope that with so many people that I am training – the love for this art will spread the world over.

During his visit to the U.S., Indian Prime Minister, Mr. Narendra Modi gifted the Indian art form to the US president, Mr. Obama.

Abdul Gafoor Khatri got a call from the PMO and was asked to make a painting for Mr. Obama. His art received its due fame when people kept asking him, ‘You made the Modi gift to Obama? Wow!’ He emphasizes that the art has travelled but now he wants it to survive. Going online has helped spread the art form a great deal and he wishes to continue reviving the craft through Amazon.
Finding audience fit for a famed CRAFT

In a labyrinth of narrow pathways of Varanasi that seem to have no end, Anupam Paramesan leads the way to his store that houses master craftsmen of the famed Banarasi saree. Enter and you will find gleaming threads woven rhythmically by the weaver who peers through the rickety handloom using methods passed on to him by his forefathers. The result, folds and folds of the shimmering fabric laid out, ready to be packed, shipped and sold.

The journey Anupam Paramesan shares with Amazon might be relatively new, but the intent - to cater to the growing fame of the Banarasi saree and leave no customer bereft of it - certainly dates back to more than two decades.

"It might seem like the work done at our workshop is the result of rigorous training, but the reality is quite the opposite. There are more than 200 families involved in the craft and trade and they learn it all from their elders, as opposed to a fixated training school."

The man who takes care of the dyeing and handicrafts, Irshad, is a fine example of this setting. He has been a part of the weaving community for the past 25 years and is now joined by his son, Imran.

Anupam Paramesan relates the instance of how he was unable to contain his surprise and excitement at seeing two orders placed post Asavari Sarees, their brand, decided to step on the online bandwagon.

Years go by and the Banarasi saree continues to weave many more success stories as a part of its own - be it the households that weave, the online stores that sell or the homes that receive.

A Banarasi saree is said to contain 5600 thread wires
A single design of Banarasi Saree required hundreds of perforated cards to implement the unique design idea
The time taken to complete a Banarasi saree is 15 days to 6 months depending on the thread work and style

We are thrilled to receive orders from places and people unheard of before but wish to own a Banarasi saree. More than anything, Amazon has helped us gauge the market value of the kinds of sarees we sell - what kind should be produced more and what should be shelved - a feat almost impossible if we hadn’t sold online.

More than anything, Amazon has helped us gauge the market value of the kinds of sarees we sell - what kind should be produced more and what should be shelved - a feat almost impossible if we hadn’t sold online.
A dream that is not just on paper

“My brand tries to make every celebration very meaningful. That has always been the main focus of our work,” says Sunehra.

A journey tracing from a settled banking career to motherhood, to a paper crafts company that accounts for revenues worth 25 lakhs a month, this is the real anecdote of a person turning her creative bent of mind into a flourishing enterprise that Sunehra Koshy along with her 15 member all-women team has brought to life. Dabbling with her hobby of paper crafts while her two children would be asleep at night, till the wee hours of the morning, she would work out of her dining table. What started out as a means to kill time as Sunehra was on a maternity break, ignited her to do an exhibit. Her first exhibit was a complete sell-out and that’s where ‘Crack of Dawn’ was born.

The inception

In the wake of 2014, Sunehra formed ‘Crack of Dawn’, an arts and craft brand that ventured out by taking a lot of custom orders, children's birthdays and anniversaries. Sunehra’s work took off steadily, and soon she had more orders than she could handle alone.

“My house help put me in touch with her young niece, and the niece brought along a cousin who needed a job.”

And soon enough as her order book kept expanding, so did her young arsenal of girls, most of whom came from underprivileged homes with slim prospects for finding meaningful employment.

The Crack of Dawn culture

Crack of Dawn crafts offered them regular 9 to 5 work, which was also creatively satisfying. In addition, they were being trained in a craft that was attracting demand from the market. Hailing from varying backgrounds of neglect, abuse and discrimination, each of her workforce represents a strong commitment to a woman’s never-say-die attitude.

“The best thing to have happened to my business recently was my star performer’s return. She used to run my studio very efficiently till she left to get married. It feels great to have her back once again on my team!”

Soaring business prospects

Sunehra’s company began retailing online on Amazon from 2015 and since then it has been a never look back kind of a journey. Her products are liked by the teenagers and young adults alike. The Valentine's period is a peak sales season for her business, and Sunehra made Rs. 25 lakh in February 2019. That was up from Rs. 10 lakh in February 2018, which was also the peak for that fiscal. Thus, with rock-solid determination and the ability to be always on their feet, Sunehra Koshy and her team pulled off what would otherwise just be a pipe dream.
A story of empowering women artisans

Inspired by the works of Bangladeshi Nobel Laureate and founder of Grameen Bank, Professor Yunus, an idea was born in the head of Stefano Funari. It finally took shape in collaboration with the NGO Community Outreach Programme (CORP) in 2016. IWAS is a zero dividend initiative that allows them to put their revenue back to the development of the brand. Thriving on a unique combination of upcycled heritage weaves, women’s empowerment, haute couture, and sustainability, is the story of this brand that refurbishes old sarees into desirable fashion garments and apparels.

“We are working on formulating sustainable livelihood programmes and new initiatives for our artisans like healthcare programmes for women, education loans for their children. We also work with the NGO Charitable Trust (ACT) through their centres in Mumbai.” informs Poornima.

All the production is managed in collaboration with its NGO partners, from their centres at Thane, Dharavi, Jogeshwari and Andheri in Mumbai. This initiative is helping women from underprivileged backgrounds to use their knowledge of tailoring and embroidery to actually generate livelihood for themselves and their families.

The brand clocked an annual turnover of Rs. 1.16 crore last year, and targets making Rs. 2.0 crore this year.

The brand was recently featured at the Lakme Fashion Week where they had created 4 different looks made possible by 5 upcycled materials, 15 artisans and 500 hours of embroidery. The result was 80% of sustainable clothing. In addition to this, the brand has also partnered with Gucci’s CSR wing, Gucci Equilibrium that has trained IWAS artisans in hand embroidery, and taking them on a visit to their export house.

A majority of the brand’s consumers are from Europe and North America, while other regular markets include Italy, UK, France, and the US. After spotting a potential market in India, the brand started selling on Amazon Saheli from 2018 and has never looked back since.

Our target is to employ many more underprivileged women over a regular period. The more we produce, the more number of hours of employment we can offer our women artisans.

-Poornima Pande, IWAS
As factors like global warming, pollution, and depleting natural resources keep being a subject of concern, people across the world are coming together in doing their bit for the society and nature. Here’s the story of one such magnificent stride taken by 3 women from Mumbai - The Green Souls. In the wake of 2017, Avani Dave, Nehal Desai and Shweta Vijayan, three homemakers from the city of dreams were working on a project to make their surroundings waste-free. Although they achieved a remarkable feat with the project, the idea of making their concern towards nature and their skills commercial, never occurred to them amid their busy household responsibilities. With enthusiastic support from their loved ones, the passionate trio finally decided to launch their own brand that would sell eco-friendly products ensuring minimal to zero carbon footprints and eventually, ‘Mitti Se Mitti Tak’ was born.

In 2018, the trio came across Amazon’s seller program Saheli and in 3 months they were already selected for the Seller-fulfilled Prime category as an Amazon Saheli Partner. What makes the Green Souls brand unique, is its innovative re-use of eco-friendly products. The brand caters to all kinds of used cases - office products as well as luggage and bags categories. Their bestsellers include office stationery, shopping bags, and every household items as well. While they have already created quite a stir in the marketplace, they didn’t come this far to only come this far. They have plans of adding more product portfolios into their kitty in times to come, which would also include buyables during the festival of Diwali, thus influencing customers to go green whilst not compromising on the fun.

At Green Souls we have been working towards making our earth greener, and we are proud to say that our brand, Mitti Se Mitti Tak is part of Saheli,” shares Avani Dave.

Women empowerment at Green Souls

“We began with limited quantity retail sales, and eventually wanted to go corporate, but it was tough going and we could not do it. Meanwhile, we began receiving bulk orders from other sources.” - Nehal

As the orders kept getting bigger, the trio had to get more people on-board, but they didn’t want to go the conventional way of hiring. And that was when Sagar, Nehal’s domestic help was roped in and trained in the art of making eco-friendly products.

“Nehal didi and her friends have been my inspiration. It is only because of them that I’ve discovered my own potential. It makes me happy to educate my children and to help other women in my community.” shares Sagar, the young mother of three.
Late last year, the world woke up to question many a stigma and turned down groundless notions of dignity associated with women. And with that, the need for menstrual hygiene and knowledge of a woman’s physiology became an overnight priority like never before. One such radical, Tanvi Johri ventured out with her brand ’Carmesi’, meaning Crimson in Spanish, with a vision to not only make all-natural sanitary napkins but also do her bit to tackle an unaddressed problem of biodegradability.

Tanvi remembers painful adolescence spent in hostels, facing issues of rashes and allergies with conventional sanitary napkins. She also recalls not taking any action back then and simply moving on with life, as most women tend to do. She never equated the discomfort with the product, blaming her own physiology instead.

It was a shocking revelation when Tanvi found out that most of the napkins women use thinking to be made of cotton are actually synthesized chemically and with a huge concentration of non-biodegradable elements. Tanvi, having already worked with start-ups, knew that a sense of business and a start is all that is required in today’s day and age to address something close to one’s heart. Carmesi, over time, has become more of an initiative than just a product brand. Through its blogs and social media platforms, Carmesi strives to educate women on the importance of physical hygiene and knowledge about their own bodies.

Carmesi was introduced as an alternative to plastic sanitary pads
- 113,000 tonnes of menstrual waste is produced every year
- The waste cannot be recycled, thus posing grave health risks to the waste collector as well

Empowered by the growth of Carmesi, their major selling platform being Amazon, Carmesi recently has also launched their own line of panty liners while also providing direct employment to women.

“The response to our panty liners has been even better than we expected,” says Tanvi, “Almost 60-70% of our website customers who bought sanitary napkins have also bought our panty liners.”

We inspire women to ask more questions. To know what their bodies are exposed to every time they use a product. To know how their decisions are impacting the environment. We teach them about their bodies by telling them about PCOS, about problems like endometriosis and cervical cancer, shares Tanvi passionately.

A stigma turned awareness
A stigma turned product
innovation
Just a few years ago, reliable refurbishment of smartphones was just a matter of wishful thinking for many. Until Jayant Jha stepped in to co-found Yaantra – a company that provides doorstep repair services for branded smartphones in Delhi.

Yaantra has been selling on Amazon Renewed since 2017. Amazon Renewed offers customers high-quality open-box and refurbished products from Amazon-qualified sellers. Renewed products are tested to work and look like new with minimal to no signs of wear and tear, come with relevant accessories and are backed by a minimum six-month warranty provided by the supplier.

Yaantra’s vision is technology made accessible to everyone and we saw Amazon with its pan-India presence as the best partner to achieve this business goal.

Today we consider Amazon as our key channel in selling refurbished products directly to consumers especially in smaller towns where the reach is otherwise hard.

They sell tens of crores worth of smartphones every year on this platform alone. In collaboration with Amazon, Yaantra has also tied up with 35,000 smaller reselling partners in 600 towns and cities across India. While most people use a phone for 9 to 12 months, its actual life is 4 or 5 years.

By buying, repairing and reselling used smartphones, they are closing the loop and creating a circular business economy. Every refurbished phone they sell is one less in a landfill today!

Certainly not the one to leave any stone unturned in transformation, Yaantra together with Amazon, wishes to expand across the country and also explore IoT, going forward.
Ecosystem Empowerment

Spreading smiles across the seven sisters ........................................... 30
A story of grit & resilience ................................................................. 32
Stepping towards expanding the Amazon footprint .......................... 34
A 21st century value add ................................................................. 36
Goa: The ultimate dream turned reality ............................................. 38
Slice of goodness, direct from the farm .............................................. 40
Yes, Amazon Cares
Transforming lives through CSR programmes .................................. 42
Now you can order anything from a rare book by Rushdie to electronic gadgets of any brand, Blu-ray disks of criterion collections and day-to-day household items, and get it delivered at your doorstep within a day - thanks to Sanjukta, an Amazon Deliver Service Partner in north-east.

At a time, when the north-east was unaware of the world’s largest online market, Sanjukta - food blogger/restaurant curator - took up the challenge to fulfill her dream of being an entrepreneur and set up a delivery station. Amazon was more than happy to oblige to her request and helped her set up the first station at Guwahati.

In a 100 sq ft house, with a five-member team, she ensured that 100-120 packages were delivered every day. Being a first-generation entrepreneur, she had no one to lean on for any kind of business advice or direction, but thanks to her supportive husband and community, she received a great deal of encouragement and support.

Today, she has set up ten (delivery) stations in cities spread across four states in the northeast. Witnessing a growth of 30x in volume, expansion to 30 pin codes and with about 200 associates, Sanjukta is a beacon of hope and an inspiration to all women and stands out as an example of how hard work, persistence, and self-belief can take you to places you never imagined to reach.

Her ability to multitask, interlaced with Amazon’s constant support has made it possible to push further and deliver smiles across the sister states. Amazon has not only given life to her dream but has also enabled her to be a leader who encourages women to explore the idea of joining an industry that has now transformed her life.

I am very lucky to work with a company that just let me be, allowed me to make mistakes, learn and grow while it stood behind me as a constant support system.
After hitting rock bottom in business and a bad investment leaving a bitter aftertaste, Sunil felt that the way forward should only mean things looking up for good.

Finding none to turn to for business advice did not deter him. It turned him into Amazon’s Service Partner. Sunil relates to us with conviction of how rewarding it has been finding his feet in the e-commerce domain.

He joined in as an Amazon Service partner in 2015 and was equal parts amazed and relieved to find that the collaboration needed no financial investment to take off. Armed with a strong resolve to turn things around and the courage to cross the bridge of uncertainties, Sunil was all game to get V Care Services started with the partnership of Amazon.

Despite how his first shipment delivery posed instances where he had to take difficult decisions, he remained unperturbed and continued forward. V Care Services was posted in Morbi, 350 kilometers from his hometown. He chose to rent an office instead of a place to stay and live in the office itself for a few months until things got stabilized in the early phase of his Service Partner business.

All I had to my name was my resolve to do well in life, but Amazon gave me the ground beneath my feet from which I could shoot for the stars. Even today, from workforce training to streamlining processes for a rapidly growing business like ours, Amazon has been extremely forthcoming with guidance and support.

From just three employees in 2015, V Care Services grew to employ 350 motivated individuals and several part-time associates across 50 delivery stations in Gujarat, Daman and Diu, Madhya Pradesh and Rajasthan. The company now delivers close to thousands of packages a day to its network through Amazon. In parallel, Amazon’s delivery footprint grew to accommodate places that were earlier inaccessible like Rajpipla, Karjan, Pamoli, and Dahej.

Sunil quips with enthusiasm that he couldn’t be more grateful for Amazon’s well-timed intervention four years ago and the constant support it continues to provide in expanding V Care Services.
Ramakrishnan's family lived a life tucked away in the southernmost district of Kanyakumari, oblivious to the significant advancements e-commerce is making in today's day and age. This is the story of how he came to being associated as a Service Partner with the world's biggest e-commerce company.

Post the initial surprise of collaborating with a world-renowned brand, Ramakrishnan was excited about being chosen to expand Amazon's footprint in Tamil Nadu. Armed with the prior experience of owning a courier franchise, he was ready to get going as an Amazon Service Partner.

As opposed to the initial financial setbacks a business collaboration might incur, this partnership needed no prior investment from Ramakrishnan. Amazon provided guidance in setting up the basic infrastructure and a 150 square feet space, which helped him ramp up his business quickly.

It has been an uphill journey for Ramakrishnan from this point forward. From just over 900 deliveries in Nagercoil a month supported by 3 delivery associates, his business has expanded by multitudes in volume. His team now delivers to close to 50 pin codes in Southern Tamil Nadu like Sirkali, Marthandam, and Thiruvarur.

Testing times brought by cyclone Okhi in 2017 only made Ramakrishnan and his wife stronger and more determined when it came to facing hurdles. Likening his wife to a powerhouse, Ramakrishnan sings praises about her managing quite a large share of the operations by herself. Together they manage more than 10 delivery stations and are creating employment opportunities for more than 200 youth in the region.

On a personal level, his partnership with Amazon has enabled Ramakrishnan to write off his debts and live a life of dignity, respect, and comfort.

They trained me and my staff on systems, processes and tools. They also assisted with planning and forecasting. Most of all, they instilled in us the culture of Amazon – excellence in customer service. It has gone a long way in delivering joy and satisfaction to customers every single day and keeping motivation levels high.

"They trained me and my staff on systems, processes and tools. They also assisted with planning and forecasting. Most of all, they instilled in us the culture of Amazon – excellence in customer service. It has gone a long way in delivering joy and satisfaction to customers every single day and keeping motivation levels high."
In an era where the reputation of an employer rests largely on the office ambience and culture it offers, Concept PR too wanted to match pace with the change. Established in 2007 and having worked as full-service Public Relations company with a host of clients across a range of industries, Concept PR finally decided to spruce up its office space in Fort, Mumbai.

“When you manage such a large company with over 250 people, you need a large office, you want something that has swag value; a place people like to hang out in.”

- Pooja Chaudhari, Executive Director.

As Pooja, the one leading the entire revamp drive got onboard the project, little did she know about the challenges that were to become her constant company for some time to come. Given the responsibility to tastefully purchase the furniture to office stationary in a vanquishing deadline, she felt helpless. She didn’t know whether to focus on the aesthetics of the workplace that would make an employee look forward to coming there each day or solve the constant logistical issues that seemed to bring the entire dynamics down.

“The thought of putting this office together and that too in a tight deadline was beginning to give me nightmares,” she shares.

With the deadline inching closer and progress being made at a turtle’s pace, Pooja found her companion in Amazon Business. The platform provided her with right options across a range of office furniture, furnishings, equipment and stationary. With Amazon’s reliable vendors, competitive pricing, efficient packaging and timely deliveries, Pooja and her team were able to turn-change their entire office into a lively, cheerful and agile workspace that everybody was proud to work in.

Just like a million others, Amazon helped Pooja in getting her job done, within time, without hindrances, in a way that she could focus solely on the important things while Amazon took care of the things it is best at.

“Amazon Business has been a true partner in enabling our future growth, in looking after our needs and requirements, leaving us to concentrate on what we do best and really making a company that we are truly proud of!” concludes Pooja.

The one service that really stands out about Amazon Business is the promptness of delivery, order something today and the next morning, it just lands up at your doorstep.

A 21st century value add
"I never thought I could pull off developing a property of this scale. Now it’s a 300,000 sq. ft. property."

Nurturing a dream of developing a beach resort at the heart of Goa isn’t an easy task at all. And it only gets tougher when one keeps inching closer to it. One such story is of Sachin Naik who, despite all odds, now stands today as a proud owner of a sprawling 300,000 sq. ft. property - the Riva Resorts in Mandrem Beach, Goa. The primary business focus of this young and enthusiastic entrepreneur is to provide his guests with a rejuvenating, authentic and world-class experience at his beach-side abode in one of the world’s most sought after holiday destination.

The road to success for Sachin didn’t come the easy way at all though. When he started out to establish his hospitality business, setting up the office itself proved to be a task easier dreamt of than done. He hired office boys who would frequent wholesale markets across Mumbai looking for office furnishings and supplies. The grind would also involve heavy bargaining, careful packaging, and of course, damage caused in transit to name a few roadblocks.

At the verge of questioning his decisions, Sachin discovered the many benefits of Amazon Business. Amazon has always been on their feet in helping young and passionate entrepreneurs achieve their dreams. The business support platform is a division of Amazon that empowers small businesses with the best of purchasing solutions. Sachin believes that Amazon Business is a very helpful platform with a transparent system that he feels nobody can misuse; a GST invoicing system for claiming the input tax credit, competitive prices and convenient doorstep delivery—all wrapped up in Amazon’s safe buying guarantee bolstered the cheerful entrepreneur in Sachin to shine the light of day on a dream he had harbored for as long as he can remember."

"With so much loss of time and money, I thought my dream might not come true. I wanted to give up so many times," says Sachin Naik.
In the urban lifestyle of today that calls for speed and cost-efficiency at every step, the idea of fresh farm-picked eatables was long forlorn. Stepping into that critical line of gap is one such person, Vivan Futehally, who with his venture - Impossible Foods is striving to bridge the gap between a farmer and the urban consumer. Impossible Foods is spearheading a very unique and important mission of bringing in value from the farmers situated far from the cities, by turning their produce into everyday urban consumables that fall in line with the customer’s needs whilst not taking away the health-quotient either.

“We’ve chosen to deal primarily with farmers from local ethnic communities of the region that we operate from, which is Alibaug, Maharashtra. Our choice of location has exposed us to certain supply chain challenges,” exclaims Vivan.

No matter how generous and wonderful an initiative, challenges are a part and parcel of every great ambition and Vivan's story is no different. Initially, the young entrepreneur had to invest a lot of time and effort to ensure the supply chain was in place, but over time as challenges started unfolding, Vivan and his stakeholders realized that the local vendors couldn’t provide them with the required manpower and expertise that could ensure timely deliveries. Also, not all they needed was available with the vendors. As time went by, the process of sourcing resources from the market just yielded frustration for the enthusiastic Vivan.

“IT'S THREE-FOUR HOURS TO THE NEAREST CITY, WHERE WITH AMAZON, IT'S A CLICK AWAY. THEY MAKE SURE WE ARE ON TIME EVERY SINGLE TIME.”

In a time when Vivan couldn't confide in any local vendor, Amazon Business helped him get up and running in no time. Amazon Business made it possible for him to purchase all his requirements and have them delivered in record-time, whilst also taking care of the nitty-gritty of the business.

Hence, Amazon has not only helped Vivan transform Impossible Foods into a working reality but has also empowered him by being a trustworthy and efficient business partner.

“SO WITH ANY BUSINESS, ONE OF THE BIG THINGS THAT ONE HAS TO DO IS ACCOUNTING. NOW WITH AMAZON’S NEW TOOL YOU CAN DOWNLOAD AN ENTIRE EXCEL FILE (OR PDF FILE) WITH ALL THE DATA RIGHT DOWN TO THE NITTY-GRITTY, INCLUDING GST AMOUNTS, WHICH BECOME VERY EASY TO UPLOAD IN AN ACCOUNTING SOFTWARE.”

So with any business, one of the big things that one has to do is accounting.
Yes, Amazon Cares
Transforming lives through CSR programmes

“Today, whatever I am, all credit goes to Amazon Cares. Initially, the low confidence in me regarding handling business was removed by Amazon cares by providing regular trainings and proper guidance,” says Rupali, single mother of 4 children, who after her skill training in one of Amazon supported SHGs, went on to open her own canteen in the BOM1 FC. The Amazon Cares story is replete with such testimonials from lives touched by the Amazon initiatives.

Yet another resounding success has been Amazon India’s collaboration with the Akshaya Patra Foundation’s Ksheera Bhagya Scheme to help deliver milk to children in Bangalore’s government schools. “I can’t always manage to get a glass of milk at home before coming to school. I like it that my school gives us a fresh glass of milk every morning before our classes begin,” says 13-year-old Suchitra.

Amazon Cares
At Amazon India, we believe the most radical and transformative of inventions are often those that empower others to unleash their creativity—to pursue their dreams. This belief is central to the establishment of Amazon Cares: our unique and innovative CSR initiative in India. Through various initiatives, Amazon has touched the lives of over 3 Lakh beneficiaries.

Pillars of Amazon Cares

Community Development: Community development programs launched in the communities around Amazon Fulfillment Centers and Middle Mile Sorting Centers. Over 1.6 lakh beneficiaries in 70+ communities have been impacted.

Corporate Sponsorships: Amazon Cares implements corporate sponsorship programs with implementing partners such as Akshaya Patra, United Way, IISc, amongst others.

Gift A Smile Program: The Gift A Smile program enables Amazon’s customers to donate gifts through the Amazon website. 35,000+ beneficiaries from 40+ NGOs have been reached through more than 1 Lakh gifts donated, across India.

Disaster Relief: Amazon has facilitated donations of more than 1.5 Lakh products through its Disaster Relief Gateway Campaign for calamities like floods in Kerala (2018) and the Fani Cyclone in Odisha (2019).

Employee Volunteering: Since its inception, the volunteering program has seen exceptional traction and participation from Amazon employees.

Our Focus Areas

Education: Amazon has launched STEM programs to empower students from disadvantaged backgrounds with 21st century technical knowledge.

Health and Hygiene: To this extent, Amazon focuses on creating health awareness and organizing health camps.

Women Empowerment: Amazon Cares focuses on facilitating women-based institutions such as Self Help Groups (SHGs) and, empowering the women to become financially independent and take their own decisions.

Skill Development: Amazon Cares focuses on connecting the youth and women from marginalized communities to equal opportunities.

Environment: Amazon Cares is committed to the conservation of the environment. This is achieved through tree plantation drives and awareness sessions on the preservation of the environment.

Meaningful Community Initiatives

Empowering Communities: Amazon Cares program has contributed to empowering over 1.6 lakh beneficiaries in 70+ communities in education, health & hygiene, women empowerment, livelihood enhancement and environmental sustainability.

STEM Learning: Amazon has also launched STEM programs to empower students from disadvantaged backgrounds with 21st century technical knowledge through state-of-the-art STEM labs.

Cancer awareness: Nearly a 100 Amazon employees from various fulfillment centres (FCs) and sorting centres (SCs) volunteered in awareness activities for the prevention of cancer. Cancer awareness camps were set up in Hyderabad, Ahmedabad, Bangalore, Chennai, the Delhi National Capital Region, and the Mumbai Metropolitan Region, among others.
Having a taste for success! ................................................................. 45
Partnership that empowers & transforms ......................................... 47
How motherly instinct goes a long way! ........................................... 49
Reigniting curiosity among kids, one toy at a time! ............................ 51
Cut from the same cloth of entrepreneurial spirit! ............................. 53
Can you make a fashion statement & save the world? ........................ 55
One technology that fits all! .............................................................. 57
Starting up with AWS ........................................................................ 59
Defining the way new India dates ....................................................... 61
What would an award-winning premium tea brand want through a lasting partnership with Amazon? In their own words, they wish to emerge as the singular home-grown leading brand amongst the ones present, embrace innovative technology for sourcing and data management, eliminate unnecessary middlemen and empower millions of farmers at micro and macro levels.

Vahdam tea was opted for by many globally, including popular personalities like Oprah Winfrey. Till date, it holds 13 global awards, winning over consumers placing orders on Amazon USA and Europe.

In their efforts to emerge as the homegrown leader, they have sought Amazon's help for their innovative tools for business distribution, infrastructure and marketing support to establish themselves in India and across the world.

In addition to gaining stronghold on commercial success, Vahdam Tea wishes to strengthen their support to sustainability in the world. Under its social initiative, TEAch Me, 1% of its revenue goes towards the education of the children of its tea growers. Two of the partnering estates of Vahdam Tea, in Darjeeling and the Nilgiris, have already been inducted into the programme.

Amazon Launchpad gave us just the perfect storefront to showcase our brand new products and make the most of its dedicated support. It is a robust platform that boosts entrepreneurial businesses by giving their brands unprecedented access to Amazon’s marketplace with a much wider audience, global infrastructure, and dedicated support from account managers.

"Having a taste for success!"

In addition to gaining stronghold on commercial success, Vahdam Tea wishes to strengthen their support to sustainability in the world. Under its social initiative, TEAch Me, 1% of its revenue goes towards the education of the children of its tea growers. Two of the partnering estates of Vahdam Tea, in Darjeeling and the Nilgiris, have already been inducted into the programme.
Amazon has overtime changed the entire notion of home delivery by not just adhering to their promised timelines but also bridging places that were otherwise geographically far. How has Amazon achieved this remarkable feat? The brand partners with local entrepreneurs and dealers across the country who can help Amazon in delivering products within 2-4 km radius of their neighbourhood whilst also making their shops a pick-up point for those residing nearby. This has not only helped the businessmen get more recognition about themselves and their shops but has also provided them with an extra source of regular income. One such inspiring story is of Vinod who owns a microbusiness named Shri Mahalakshmi Novelties and Stationery in Ghansoli.

Amazon's I Have Space delivery program has empowered Vinod by improving his financial condition, by virtue of which he was able to successfully complete his daughter's surgery, buy a vehicle, provide his children with better education and give his wife a happy atmosphere to live in.

"The success of the IHS program is the result of a robust collaboration we have with local entrepreneurs, who not only know their neighbourhoods like the back of their hands, but also enjoy the goodwill of their communities they reside in. This makes them excellent choices as local points-persons for the delivery and receipt of our products within small neighbourhoods."
How motherly instinct goes a long way!

It takes just a few clicks to arrive at a plethora of articles guiding new moms. But there will never be any source to gauge the kind of care babies should receive when each little one’s needs are unique. Faced with a similar struggle, Ghazal, co-owner of Mama Earth, decided to follow someone’s motherly instinct she trusts the most: her own self.

As first-time parents, Varun and Ghazal wanted to do everything right for their baby. Trouble arose when they realized that the regulations on baby products were not as stringent as in the West.

Speaking to other parents, they decided to ensure toxin-free products became accessible and affordable for everyone. And that was how Mama Earth was born in 2016. Early on, they decided that the reach that could be gained through Amazon was far-reaching - they themselves being loyal customers of the brand. That established, they wasted no time in taking the help of Amazon Launchpad to build their brand.

Not only did they assure the Indian parents that their products were completely harmless, but they also began to receive orders from NRI parents who were looking for a safe, Indian brand. “A year and a half after establishing our brand in India, we went global and launched on Amazon.com.”

Global reach and the continuous strife to ensure optimum baby care were enough motivation to keep the entrepreneurial spirit alive for Varun and Ghazal. But the product truly established itself and cut a niche when they were promoted by Shilpa Shetty, one of Bollywood’s most health-conscious actors. Their brand presence shot up further when they received the Madesafe Certificate. What started out as a two-member operation has become a brand that employs 50 people today. The baby steps they are taking today is towards a larger goal of becoming a 1 billion brand with 1 million customers globally, impacting lives and making Mama Earth synonymous with toxin-free baby care products.

“I don't think any other platform has the scope to target and build a brand the way Amazon does. We reached 300k+ parents across 150+ cities in India.”

“A year and a half after establishing our brand in India, we went global and launched on Amazon.com.”
Reigniting curiosity among kids, one toy at a time!

Once upon a time, kids found a playtime companion or their favorite bedtime story protagonist in their prized toys collection. Today, the joy of imagination physical toys brought to kids may have taken a backseat. Nonetheless, Mudita and Ashish, owners of Jack In The Box, a Mumbai-based online toy store, were determined to revive the appeal of physical play toys amongst children today. This is their story.

Jack In The Box was piloted locally in 2015 and it offers art and craft activities for children to play with. Emboldened by a positive response, Ashish and Mudita took to offline selling to schools and toy stores.

E-commerce was something that was thought of as an option to explore export potential but soon enough, it became the preferred choice for the entrepreneurial couple. A global selling opportunity was presented to Jack In The Box when it got relaunched as an online store in 2017 through Amazon.

“Amazon is a great platform to interact directly with customers, seek their feedback, test your product in the market, and then scale the perfect-fit product.”

Jack In The Box reached the top ten rank in its category on Amazon, much to the delight of its owners and audiences. The presence Jack In The Box enjoys today as a global store would have been an uphill battle if not for Amazon. Today the store identifies and expands the audience that believes in the rich sensorial experience physical toys provide.

“It’s liberating how fair the platform is; we compete today with big brands like Lego and Barbie.”

Business was okay, but offline selling has its own challenges such as payment turnarounds and the time taken to convert a lead, which can sometimes take years.

In addition to the reach and presence, Jack In The Box boasts of the social impact it is creating parallelly. The company tied up early on with NGOs to help provide victims of abuse with employment opportunities. Today, more than 30 women of underprivileged backgrounds are working with them.

Armed with a factory spread across 5000 sq.ft, a global online reach, and a belief of transforming lives on the go, Jack In The Box truly does justice to the dream that started out with the humble idea of reintroducing the simple pleasures of being a child to everyone.
No home is complete without the humble pocha or the omnipresent towels. Seetharam's Linen and Towel - online store is the one stop shop for everyone's kitchen linen and towel needs. But how did this online store rise to be the all-encompassing provider of domestic necessities? Read on to find out.

Once a software engineer who worked for a brief stint in the US, Seetharam always dreamt of initiating his own business. Foraying into the textile industry seemed viable and fruitful at the time for him. Wasting no further time, he began his venture. He started by setting up business in Karur and supplied materials to brands and wholesalers in the US and Denmark, who converted his material into finished products and sold them to their customers. The dream did not end there. On the contrary, it led Vijay Seetharam to arrive at the possibility of beginning his own brand and building his own direct audience.

Upon doing the math, he and his team felt that starting from scratch, building a dedicated website, keeping track of the traction is cumbersome, slow and quite laggard as a process. It did not take long for them to find out that Amazon has an existing, diverse and extensive customer base.

The present day stands to represent many more victories for the Linen and Towel team - the most remarkable being the Deal Of The Day Moment.

"When we opened our account, we were surprised to see that our entire container of 50,000 products had sold out — in just one day. It was a big shock and a real confidence booster."

What started as a dream shared by a team of three now employs 200 people and about 70% of total sales from Amazon worldwide marketplaces, especially in the US.

In 2017, we launched our global selling account on Amazon.com, Amazon’s US marketplace. In the first year our sales were slow — $1000 per month, but now, in 2018, we do business of $1500 per day.

Cut from the same cloth of entrepreneurial spirit!

- The most luxurious bedding fabrics use Egyptian cotton materials
- Other materials used are Upland cotton, tencel, silk, polyester, bamboo, and blend

In 2017, we launched our global selling account on Amazon.com, Amazon’s US marketplace. In the first year our sales were slow — $1000 per month, but now, in 2018, we do business of $1500 per day.
We are not talking about Mowgli or Tarzan and their “natural” clothing here, but of a new trend set by Madhavi Das with her sustainable clothing line, the Bamboo Tribe.

Six years ago, when Madhavi Das was exploring the world for natural alternatives and sustainable choices, she stumbled upon a unique form of fabric that could work as a yarn substitute and thus, the love affair began.

“What always struck me about the clothing we used was their lower life span, a quick change in trends and a lot of polyester kind of fabrics that ultimately create a lot of environmental waste. I was intrigued to learn that bamboo fabric is a naturally anti-odour and moisture soaking fibre.”

When I learnt about the Amazon Launchpad programme, I thought it made perfect sense for us. Ever since we started with Launchpad, our business picked up and we saw regular sales each month.

After moving around the e-commerce circles and getting an in-depth knowledge of the online business world, Madhavi finally launched Bamboo Tribe in March of 2017. With the initial batch sold out in a snap, she was looking to put up a stable supply chain in place for the brand. And that’s when she was introduced to the Amazon Launchpad programme.

Launchpad gave the brand, the much-needed traction and attention across the country. The tools available on Amazon not only helped her reach a wider demographic of customers but also understand the ways in which Bamboo Tribe as a brand could grow and establish itself as a name people can trust and rely on for high quality, affordable clothing. By putting her ambitions into action, Madhavi Das is doing her bit for the planet and fashion from her humble office in the city of gardens. And thanks to Amazon, her brand is now on the map.

**Bamboo fibre**
- is made from the pulp of bamboo grass
- is an eco-friendly fibre
- is 40% more absorbent than the finest organic cotton
Imagine cutting through the crisp morning air with a vigorous jog with trees of the park rhythmically stepping back as you pace forward - your every step timed and recorded by your fitness tracker. It may seem like a fine thought, only the wearable fitness devices are becoming expensive with each passing day and defeating the purpose. What better than an alternate home-grown brand to rely upon for fitness wearable devices as opposed to the existing high-priced foreign brands? Actofit is a brand that chose to build their arsenal of technology first and business later, by seeking out help from Amazon.

Primarily calling itself a technology company that creates wearable products in the realm of health, fitness, and sports for the everyday consumer, Actofit started out with the idea of making technology easily accessible and affordable to the end users, a possibility that is depleting in today’s day and age. Their early phase was packed with the agenda of introducing new products and developing new technology.

“We did not start generating business before 2017 when we began by selling through our own website, distribution network and pre-orders.”

The much-needed push to their revenue and product placement in the market came through Amazon Launchpad, where the company started to showcase its products in 2018. The rest is history for the brand - revenues that spelled INR 18 lakh a month are now clocking a crore per month.

With Amazon business keeping a track and solving their financial concerns, and the Amazon Launchpad building a brand presence, Actofit claims that Amazon resonates the thought ‘business made simple’ in all the support they provide.

Over the past one year; Amazon has helped us with the right teams to market our products online, as well as on the operations end of the business. We are very happy with Amazon’s expertise and I think it’s very important for businesses, especially start-ups like us, to receive such services to be able to grow. When they take care of most operational and marketing nitty-gritties, we’re left to focus on our core strength.

- Pratik Saraogi, Founder, Actofit
Using Amazon Rekognition, Orahi has been able to deliver a world-class, facial recognition based automated attendance solution. It allows instant identification of students and teachers walking into buses and schools. The attendance records are instantly shared not only with the school administration but also with parents, who are now constantly aware of their children’s whereabouts during school hours.

It is an incredible time to be a founder in India. The audiences are more receptive and the technology available today opens up more possibilities than before. If data management, security, and customized technology solutions are the need of the hour, AWS is offering the needful, and making its presence felt among more and more start-ups. After the likes of Airbnb and ZocDoc, many native start-ups have also sought out Amazon’s support to address their technology needs. Here’s how.

We are not oblivious to the fact that in classrooms, roll call takes up a considerable amount of time. Missing a few minutes of classes may not seem like a big deal, but accumulate all that time and we may have a problem that would not have presented itself in the first place if the process was replaced by an automated roll calling system. Orahi is one example of a company that offers dynamic ride-sharing, automated attendance management, and bus-tracking.

Orahi is one example of a company that offers dynamic ride-sharing, automated attendance management, and bus-tracking.

Another solution that addresses the growing needs of the India-specific audience is Policybazaar - a fintech ecosystem that makes insurance purchase convenient, free of middlemen, and far more transparent.

To support the expansion of the brand and its audience, Amazon Polly stepped in to address its rapidly growing call volumes and customer queries more efficiently.

Amazon Polly has also supported Haptik, India’s first ever personal assistant app that helps its users keep a tab and track of things - from planning travel, saving important dates to setting daily reminders.

India’s largest bus reservation platform - RedBus uses AWS for its technology - applying Machine Learning to the user review tags to enhance their searches.

In short, Amazon is known for bringing in the global learnings required of a technological platform to the Indian start-ups to make them more adaptable to its audience.

Together, Orahi and AWS are making Indian schools more efficient. We are making it possible for schools to emphasize more on actual education without having to worry about mundane tasks that can be automated, such as roll calls.

- Sameer Khanna, CEO and Founder, Orahi

We are making it possible for schools to emphasize more on actual education without having to worry about mundane tasks that can be automated, such as roll calls.

- Sameer Khanna, CEO and Founder, Orahi
When it comes to evolution and keeping pace with the growing technological avenues, modern India has shown that it's game. Especially if we look at the matchmaking, dating, and companionship market, the journey has surely been promising in terms of revenue and user experience; worth $2.5 billion as of 2018, digital matchmaking industry is predicted to cross the mammoth $3 billion mark by 2020. Considering the country’s unique cultural nuances, some of the platforms have become fine examples of innovation in a space dominated by the need to provide the users a safe, assuring environment to interact yet, help them maintain their privacy.

They have created a unique proposition – a contemporary way for marriage matchmaking that fits in with the needs and priorities of a new generation of Indians while keeping in view the roles that families play in Indian marriages.

AWS works with two such players who are different from each other in terms of the experience framework, but have influenced modern India’s dating and matchmaking.

**AWS with WOO**

WOO, a contemporary platform for young, urban Indian to interact socially as well as romantically is dedicated to building a community built on trust and careful curation of members who use the platform. WOO took a substantial stride in their mission to focus and act upon women’s safety by technology. The entire platform is built on AWS and Amazon Rekognition plays a huge role in WOO’s core mission of creating safe spaces. By replacing the erstwhile hybrid curation model, Amazon Rekognition enables a 360-degree analysis on specifics like gender, race, age, and custom logic to determine individuals most suited to the WOO community’s vision statement.

Since their collaboration with AWS, the company’s average profile quality score – based on the community’s response – went up by 25%.

“Since their collaboration with AWS, the company’s average profile quality score – based on the community’s response – went up by 25%.”

- Suresh Menon, Co-founder, WOO

Our 8-year long collaboration with AWS and their relentless customer centricity has allowed WOO to focus on our core mission, vision, and business. We have been able to scale our reach rapidly by replacing erstwhile human dependent areas. AWS will continue to be our partner of choice.

- Suresh Menon, Co-founder, WOO
With our previous solution, business and product managers could get data through reports, and our engineers could access it at a more granular level. Amazon Redshift has made it easy for Shaadi.com managers to visualize critical metrics such as usage rates, profile views, “likes” and traffic from affiliates and partners.

- Ajay Poddar, Vice President Engineering, Shaadi.com

The positive outcomes from Amazon Redshift prompted the company to shift their entire application portfolio to AWS; the migration began in January, 2016 and was completed by the end of March 2016.

Today, Shaadi.com uses Amazon Elastic Compute Cloud (Amazon EC2) for processing across the platform, Amazon Simple Storage Service (Amazon S3) for object storage, and Amazon Simple Notification Service (Amazon SNS) for coordination among individual services.

According to Shaadi.com, Amazon Rekognition has significant impact in their users’ experience on the Shaadi.com website by automating verification of profile photo uploads, and helping people find matches that are more accurate.

“We expect to reduce the time it takes for a picture to appear on a user’s profile by 95%, and we have cut manual work by 50%.”

Both WOO and Shaadi.com maintain that by taking over the heavy lifting of technology adoption, enabling customer-centricity, seamless operations, and improved user experience, AWS has allowed them to focus entirely on their core business mission.
The desi-fication of Alexa .................................................. 66
Upskilling youth apprentices in the e-commerce industry .......... 68
Your wallet has a new name! ............................................. 70
Indian homes get smarter with Alexa

What was introduced as a fantastic plot point in movies a century ago, interaction with technology is now taking the world by storm. Today, interaction with a voice is just like talking to your friend sitting next to you.

Thanks to Alexa and our now-smart and connected home, I have been able to keep an eye on my daughter for the nine hours that I am away. Not just that, I can control the temperature of her room from my work cubicle, switch on the air purifier, and make sure that my child is comfortable even when I am away. Alexa’s been such ‘a blessing these last few months! - Kritika, a young first-time mother

We’ve always dreamt of a remote to control the devices around us on a lazy Sunday or when others have asked us to turn it on. And when Alexa was launched in India, the dream came true. But soon after, Amazon faced a challenge while catering to the Indian homes and families - how to get Indians to accept an outsider in their families? And thus began our big Indian journey to desi-fy Alexa and make Indian homes smarter, connected, energy-efficient and safe.

Alexa began as a voice assistant collaborating with brands providing appliances for home - ceiling fans, Alexa-enabled smart bulbs. It went on to collaborate with TV networks from TATA Sky to DEN. Today it is emerging to be a safety expert by collaborating with local vendors and providing India-specific plugs at the Alexa Smart Home Store.

Thanks to our India-focused innovations, Alexa has been able to grow and attract a wider demographic joining the Smart Home ecosystem across the subcontinent. It has also been accepted as a family member in most Indian households. And today we can say that slowly but certainly, the smart-home revolution that took roots with the launch is now spreading across the nation.

- Alexa is a virtual assistant developed by Amazon
- Interaction and communication with Alexa are available in English, German, French, Italian, Spanish, and Japanese
- Alexa was launched in India in October 2017
Upskilling youth apprentices in the e-commerce industry

The country is becoming younger with each passing day. 65% of the population are under 35 years and almost half the population are under 25. The strength of youth in the population is said to increase further. Recognizing this opportunity early on, the government is mandating the upskilling and raised employment opportunities for the youth through ‘The Skill India Program’. Not the one to be left far behind when it comes to initiating purpose and growth, Amazon too is enabling this through its very own Process Associate Apprenticeship Program in its network of Sort Centres in the country.

Under the National Skill Development Corporation, Graduate apprentices all over the country are enrolled for the Sort Centre operations through the company’s manpower agency partner. This is one of the many initiatives to follow in terms of developing a pipeline of Process Associate talent trained on the job via custom modules. The structural process spans for a period of 11 months - including hiring (new hire orientation), onboarding (training sessions) and engagement plan (learning-by-doing initiative, coaching and mentoring) - complemented with periodic reviews and assessments incorporated to ensure successful transition of apprentices to full time employment.

The International Labor Organization worked out that by the next year, that is, 2020, 160 million youths will be of the age to start working. Amazon’s activities are vigorously dedicated towards building a strong, diverse and talent-rich pipeline. Apprenticeship training has proven to be an effective tool to develop a strong pipeline of skilled manpower.

The initiative in its current form is just the tip of the iceberg. In the longer run, the Process Associate Apprenticeship program intends to act as a springboard for young talents to explore bigger, better opportunities within the e-commerce ecosystem.

- While the average age of the population of China, the USA and Europe will be turning 40, India’s average age will be 29 by 2020
- The rate of unemployment shot up to 7.2% in 2019 from 5.9% in 2018
- Amazon’s Process Apprenticeship Program has been initiated to curb unemployment and build talent
Science fiction has never failed to amaze, and always sends a rush to our brains, inspiring us to look beyond what’s possible in reality. Today, if we watch the predictions made by Arthur C. Clarke in ‘64, we will be astonished as to how much of it has come true or think about the computer that could respond to the word “computer” that was on board the Starship Enterprise in the movie franchise Star Trek. But now, we can proudly say that all these fictional stories have helped us develop a voice that was once a utopia and is now in every household.

At Amazon, we talk about inventing on behalf of our customers – our ability to invent stems from the fact that we often have a front-row seat to big movements in technology and innovation. For the past few years, we’ve been rigorously working on perfecting our ML algorithms, and finally, we’ve developed a simple and natural user interface voice by leveraging the power of AWS cloud. As a result, Alexa was born and the Echo range of devices - as we believe voice is the most natural and convenient user interface.

Alexa - a voice-enabled technology that gives you live updates of a cricket match in England, can help you listen to the latest Drake album to AR Rahman’s new composition and sometimes even crack a Rajinikanth joke. Launched in 2017 in India, the Echo range of devices that have gone to transform each and every household into a smart ecosystem. From booking taxis, finding restaurants, listening to talks, playing quizzes, staying updated on current affairs, and listening to any radio station across the country - you can do all this and lots more, just by saying Alexa and giving her a command from the comfort of your room.

Right now, there are over 20,000 Alexa skills for users to choose from. Additionally, users in India are now using Alexa Skill Blueprints to create their own personalized skills and responses for Alexa - whether it’s your own answer to the question “Alexa, who makes the best Rajma Chawal in the world?” or a skill that helps you surprise parents with a personalized story narrated by Alexa, “Alexa, open My Dad’s Story.” In addition to Echo smart speakers, there are a number of devices with built-in Alexa are available in India and have grown significantly in the last two years. Starting from smart speakers by Eufy Genie and Harman Kardon, to about 16 devices now that include brands such as Bose, Motorola, iBall, Jabra, MyBox, etc.

It was during a ‘go digital drive’ by the Amravati municipality in its schools that I had this brainwave of trying to push boundaries using technology.

- Amol Bhuyar, School Teacher, Warud

Hundreds of thousands of customers in India have purchased Echo devices, from Jammu and Kashmir to Port Blair in Andaman and Nicobar Islands. They love the simplicity of controlling so many aspects of their life with a single utterance.

Amol Bhuyar, a school teacher in Warud, Maharashtra is using Alexa to help students learn with just their voice. This could turn out to be a game-changer to educate young minds while also getting them excited about the possibilities that exist in the world today.

While Alexa continues to push the frontiers of what’s possible just with our voices, there is still a lot of opportunity and possibility that is yet to be explored. Going back to Arthur C. Clarke’s prediction, when he said “people will no longer commute, they’ll communicate”, we are pretty sure even he didn’t envision that it would be with a device in the corner of the room. And as we enter a new era, we can expect to see more innovations and lots of exciting and interesting applications of voice and smart speakers in the country.
The demonetization move of 2016 accelerated a digital payment revolution in India, and a number of players started working to change the way people perceive currency and transactions. We joined the fray early with Amazon Pay, a trusted and convenient way to make payments, and are committed to give seamless customer experience.

Our vision is to power a cash-free economy in India by creating a number of innovative and convenient ways to pay online. We are taking a customer-focused approach to understand key barriers and pain points, improve affordability, and turn digital payment into an everyday habit.

Go cashless with Amazon Pay

Amazon Pay is giving EMI option without any credit card. Now I do not need to wait to buy a new phone.
- Amazon Pay User

Here is a look at the many ways in which Amazon Pay is making digital payments easy, convenient and rewarding.

Amazon Pay UPI
This is a simple, seamless, and secure way to make direct bank-to-bank money transfers using UPI, a pin secured and approved by the government of India. With UPI, you can send money anytime 24x7 without the need to login to your bank account. Money transfers also happen faster than NEFT or IMPS.

Amazon Pay EMI
So what if you do not have a credit card! We are offering this convenient payment option that makes high-value purchases accessible for you. Once you opt for Amazon Pay EMI, you can buy now and pay for them one month later or through low-cost EMIs of up to 12 months.

Amazon Pay - ICICI Bank Credit Card
We introduced this credit card in partnership with ICICI bank that brings unmatched benefits for you. It includes unlimited 5% back for purchases at Amazon (non-Prime members get 3%), 2% back for payments at partner merchants of Amazon Pay and 1% for all other payments. You can use this lifetime free credit card for all your shopping and payment requirements.

Scan & Pay
Not just online, Amazon app is now a one-stop destination for your offline payment needs as well. Now you can pay using Amazon app at large stores like More, Shoppers Stop and also simply scan any UPI QR and pay at any of the neighborhood groceries, food joints, pharmacies and other outlets.

Amazon Pay balance
With this digital wallet, you can do one click payment, get faster refunds and track your transactions.

I applied for the ICICI Amazon card to gain the relatively higher rewards points which get converted into Amazon Pay balance without a hassle.
- Amazon Pay User

Amazon Pay is giving EMI option without any credit card. Now I do not need to wait to buy a new phone.
- Amazon Pay User
Diversity & Inclusion

The sign of strength & support ........................................ 75
Through the lens of courage & confidence ......................... 77
Debunking the idea of discrimination ................................ 79
Neelam Tanna has a big smile on her face. Clad in the unmistakable Amazon Delivery Associate jacket, she sits down to give us a glimpse of what she does at Amazon. Through rapid hand gestures, a contagious excitement throughout her monologue and a constant smile adorning her lips, she explains to us in sign language about how proud it has been working. Today, 35-year-old Neelam Tanna is a formidable force at the Silent Delivery Station in Mumbai, an initiative deployed by Amazon through Mirakle Couriers to employ hearing impaired people. This story speaks of the colossal impact Amazon has made in the lives of similar others who found strength, hope, courage and a means to earn their livelihood through the Silent Delivery Stations.

In April 2017, Amazon piloted an initiative designed to create opportunities for people with hearing disability in its Fulfilment Centre (FC) in Hyderabad. The pilot started with a handful of associates with hearing disability who were trained to pack shipments at the FC. This initiative has now rapidly expanded to more than eight cities including Bangalore, Chennai, Indore, Mumbai, Pune, and Hyderabad. More than 350 associates with speech and hearing disability are part of the Amazon network across the country’s Fulfilment centres, Sortation Centres, and Delivery stations. NGOs like Youth4Jobs and V-Shesh provide valuable support and resources to Amazon in this D&I initiative. The associates at the FC work in various process paths mapped to the nature of the job and their skill set.

24-year-old Mantena Ravi Verma was born to a humble fruit-seller and an Aganwadi teacher in the city of Kakinada in Andhra Pradesh. He had to drop out of college some years ago because of a financial crisis at home. Today, with financial backing from his full time work opportunity as a Pack Associate in the Hyderabad FC, Ravi is back to school through a distance-learning programme in Andhra University.

At my last job, I was the only hearing-impaired person at work. There was a sense of discrimination there. Things are very different here. I enjoy my work and the company trusts me with more responsibility. I have financial stability, and my pay increases steadily.

- Neelam Tanna, Pack Associate

At Pack Associate, Hari Krishna has been working at the FC in Hyderabad for the last 2 years. A skilled cricketer, Hari has represented India in national and international tournaments. But due to his family’s circumstances, earning a living had to replace his cricketing aspiration a few years ago. Soon, Hari found the opportunity to work as an associate at the FC in Hyderabad. One of the most admired associates at the centre, not only is Hari a star performer at work, he is now also able to make the time to pursue cricket.

I am happy to be in a place that doesn’t identify me by my disability, but by my efforts.

- Mantena Ravi, Pack Associate

The support and training given by my hiring agency and Amazon has made me more confident and positive towards life. The managers and my peers always observe my work and encourage me to do better every day.

- Hari Krishna, Pack Associate
Through the lens of courage & confidence

With a seven-member family to look after and being differently abled led Ketan M. Rodriguez, the owner of Baba General Stores of Vikhroli, Mumbai to believe that he had to stay cooped up in his shop until sales shot up. But after several lean periods and not many profits to fall back on, Ketan wondered if there were any other options that could be explored as opposed to the current roadblock he was experiencing.

The partnership with Amazon at around the same time was a shot in the arm for Ketan, who felt more bounded by his limitations than by anything else. He was introduced to the ‘I Have Space’ program of Amazon by his friend as a possibility of partnership with Amazon. What ensued was a success story filled with opportunity, determination and a new-found hope.

Armed with a three-wheeled scooter and a physical store already in place, Ketan told 'why not?' to a partnership which allowed him to select a delivery and pick-up point and also deliver Amazon shipments to homes in the vicinity. For a person who felt that it was impossible to step out of his house, the courage this partnership gave him was boundless.

Not only has the audience expanded online, the people he met by virtue of deliveries have located Baba General Stores and have begun to drop in for supplies off late.

"More people are aware that an establishment like Baba General Stores exists in their neighbourhood. This will be good for my business in the long run."

Ketan wants his story to inspire more differently abled individuals. Today, ambition rings clear and loud in his voice as he speaks about Amazon not as a work partner but as a beacon of hope in his life -

"I hope more people break the boundaries they have been conditioned to believe exist for the physically challenged."

- Ketan M. Rodriguez

All those hours that I would spend locked away in the store doing nothing, now sees me travelling around the neighbourhood and meeting new people every single day. While the work has definitely made me confident and empowered, what really makes my day is when people are genuinely inspired by my willingness to work despite my impairment.

- Ketan M. Rodriguez
Introduced in 1861, Section 377 shackled and criminalized countless Indians based on their sexual orientation. Shockingly, this law bound Indians till September 2018. Amazon, an active and staunch supporter of fostering an all-inclusive environment made no delay in establishing Glamazon, an initiative to celebrate individual identity and scrape off the colonial law from practice for good.

The endeavor comes as an outcome of endless research, and long months of efforts put together to eradicate the wrong notions plaguing beliefs in the society today. The idea is to continue establishing self as an environment committed to the belief that no discrimination should exist basis age, disability, ethnicity, gender, gender identity and expression, religion or sexual orientation.

Debunking the idea of discrimination

The first step in showing support and a sense of camaraderie was to raise awareness and offer platforms that connected like-minded individuals from across the country. Glamazon promoted opportunities for engagement through mentorship and social gatherings. Established in 2015 across the world - Japan, Italy, the UK, the US, Spain and Germany, Glamazon arrived in India in the later half of 2017 and continues to emerge as a stronger community of goodwill with each passing day.

Now, things have matured further; there exists more of awareness, sensitivity and participations across. The ultimate dream of Amazon is to welcome a future that is free of discrimination. In tandem with this thought, a set of resilient minds have come together to be a part of the Working Committee of Glamazon India, with a vision to embrace a society of diverse orientation within its all-inclusive framework.
Expanding the horizons of visual storytelling
Becoming the preferred choice of music enthusiasts
Fuelling the literary minds of our country!
Expanding the horizons of visual storytelling

Picture this. The longest week (seemingly so) of the month so far at work has finally come to an end and if you, like a lot of people, value binge-watching over everything else, the weekend means only one thing - continued, uninterrupted hours of viewing favourite series, shows and movies until the next week begins. With the audience for good quality content rising more than ever, and viewership slowly making the shift to digital platforms from the good old television, the demand for Amazon Prime Video has increased more than ever.

Audiences have stepped past the arduous, never-ending soaps which lacked the strength of a credible story line worthy to be consumed. Today, the significance for quality in content, screenplay, editing and packaging of what is viewed has considerably increased for both the content creators and the audience alike.

Examples of diversified content that is gaining preference over the others today include stand-up comedy shows, Amazon exclusive series, and movies. In conversation with Prashasti Singh, a popular stand-up comedian today, she shares about how audience acceptance has played a major role in defining her career today.

“Comicstaan changed everything. An year ago, I never thought I could pursue comedy as a career option. One - I thought I wasn’t good enough, and two - I was at a stage where I couldn’t afford financial instability. I had made peace with a life behind my work desk with standup on the side to preserve my sanity. But then Comicstaan changed everything. Every step in the competition helped me calibrate my own potential and accelerated the process of learning and implementing new skills on stage. A special shout out to the team behind the show that had my back even in moments of extreme self doubt. I came out far more confident about my abilities on the other side of this competition. But the real turning point was when Amazon Prime Video aggregated a mammoth audience and released the show. People who discovered us through Comicstaan started buying tickets for our live stand up. Comedy was suddenly financially viable for me. I could quit my job and pursue something I love. Life has truly transformed and so has my outlook towards its endless possibilities.”

Adding on to the idea of changing viewership preferences, Zoya Akhtar, the director and Arjun Mathur, the actor of Made In Heaven, the Indian web television series that made headlines in 2019, share their experience working with Amazon Prime Video.

Creating Made In Heaven for Amazon Prime Video has definitely been a liberating experience for me! We found the creative freedom to explore our characters’ journeys with great depth and build themes and storylines that haven’t been explored enough in the country. The experience of writing for a long-format Amazon Original was new and interesting; here we had time to build our characters with layers and nuance, something that is not necessarily possible while writing for a two-hour film. Importantly, Made In Heaven released in 200 countries and territories, finding viewers and fan love from Germany to USA. These are indeed exciting times for Indian entertainment and Indian storytellers and I am happy to be a part of it!

Zoya Akhtar, Indian film director and screenwriter

I have been in the industry for ten years now. But, it is only through Amazon Prime Video that my work has been able to reach and has been recognized by the wide audience that Amazon Prime Video caters to. Today, I have a larger fan following than I ever had before. The quality of the content Amazon Prime Video is trying to create is a game-changer for the Indian entertainment market. With Made In Heaven Amazon Prime Video really pulled out all the stops. At the end of the day, we need good people backing our work and that is exactly what Amazon Prime Video did for Made In Heaven.

Arjun Mathur, Indian film actor
Amazon Prime Music will cross 35 million monthly listeners across the world this year. It continues to leave its Indian audiences spoilt for choice, now catering to their musical preferences as well. Here is a glimpse of what its collaborators feel about the association.

Music has no boundaries, no language and has global audience. OTT platforms like Amazon Prime Music allows the music labels and artists to reach out to those global audiences seamlessly and we at T-Series are glad to be associated with the brand Amazon and an amazing team at Amazon Prime Music.

Neeraj Kalyan, President, Digital and Legal, T Series

A new platform for streaming music has arrived in India and we are glad that we are able to partner with Amazon Prime Music. In the process we are able to innovatively bring new music and artists to the hearts of music aficionados.

Anurag Bedi, Business Head, Zee Music Company

We are seeing an unprecedented rise of consumption of music in both audio and video, these past few years and OTT is the key to unlocking the true power of music globally and especially in emerging markets. The ability for a music lover to discover their own kind of music, be recommended smart recommendations basis their likes and to be able to have legitimate access to virtually every song they could ever want past, present and future from anywhere is something that's only possible in the world of OTT. Amazon Prime Music is transforming the music and entertainment industry real time and in the best way possible, naturally making us huge supporters of the service.

Devraj Sanyal, Managing Director & CEO, Universal Music Group, India & South Asia, Universal Music

OTT platforms have seen a massive explosion with its content as well as the ability to be accessible. We work very closely with Amazon on music and a huge deal of possibilities it provides in the music space.

Jay Mehta, Head Digital Business, Sony Music India

Amazon's OTT platform has been resonating with consumers like never before and rapidly transforming the way people consume music. The consumer is always the king and in a crowded marketplace dynamics change everyday and Amazon's Prime Music OTT service has managed to preserve the only constant and that's the amazing plethora of fresh talent on it.

Mandar Thakur, COO, Times Music
There wasn’t anything as unique and cool as the Kindle when it was launched by Amazon in 2007. It introduced the world to a more convenient way of accessing books and reading them. A couple of years ago, Amazon took another step towards encouraging the literary minds of India by giving them a platform to learn, enhance and find their own style of storytelling along with publishing it for the Kindle market.

“Self-publishing through KDP provides aspiring authors with immense opportunities to get their stories to see the light of the day. The concept of KDP Pen to Publish Contest not only encourages first-time writers but also fuels an environment for creating and sharing meaningful content.”


“It gives me pleasure to see aspiring writers make the best of this opportunity and carry forward the Tamil literary heritage.”

- Era Murugan, Vishwaroopam, Moondru Viral.

Like Pankaj Mishra was for Arundathi Roy and Graham Greene for RK Narayan, Amazon stepped into the literary scene to help writers get a platform to publish and reach out to the masses with KDP Pen to Publish Contest. Over the years, India has been instrumental in shaping the literary scene with names like Salman Rushdie, Amitav Ghosh, Rohinton Mistry, etc. who have inspired a generation with their intricate and layered storytelling. But what we generally forget is the impact of the literature in the regional language that has always had a wider reach in terms of audiences, and in turn being bestsellers across the globe. The works of Murakami, Marquez, Pamuk, etc. continue to set new precedents for writing in the language that you speak in with your grandparents!

In 2018, Amazon introduced Tamil and Hindi language into the contest. This not only made the contest more diverse but an interesting one too, as it was the first time that regional literature was given the top shelves. Amazon continues to fuel the pens of writers through the platform where they can not only shape their writing but also market it the right way so that they can reach to a wider and right audience. And the journey has only begun!
Towards a sustainable future

1Mn+ packages delivered with reduced packaging
Courtesy of Packaging Free Shipment initiative

200 CNG vehicles
Launched across North India

91 tonnes/month
Reduction in Carbon Footprint Post the CNG Vehicle launch

7 solar arrays at 6 FCs
Fulfilment Center

Generated 8000 kW of renewable electricity

9000 tonnes
Reduction in Carbon Emissions
As a result of solar array installation

3,389 cubic metre of rainwater
Reused, the equivalent of the annual consumption of 46 Indian households
Due to the installation of a DELU Sortation Center

DELU Sortation Center
The most sustainable and energy-efficient building in the Amazon India network
Accredited as the first IGBC Gold Rated centre in India

200 CNG vehicles
Launched across North India

91 tonnes/month
Reduction in Carbon Footprint Post the CNG Vehicle launch

7 solar arrays at 6 FCs
Fulfilment Center

Generated 8000 kW of renewable electricity

9000 tonnes
Reduction in Carbon Emissions
As a result of solar array installation

3,389 cubic metre of rainwater
Reused, the equivalent of the annual consumption of 46 Indian households
Due to the installation of a DELU Sortation Center

DELU Sortation Center
The most sustainable and energy-efficient building in the Amazon India network
Accredited as the first IGBC Gold Rated centre in India
The more common the phrase, “You’ll get it in Amazon” gets, the more rewarding it is for us to come to work every day. It has been five years since we set foot in the Indian subcontinent and we are happy to state that it did not take very long for us to become a household name. What’s more, these five years not only meant introducing ourselves to our Indian consumers, it also meant partnering with the brightest of business minds and the entrepreneurial citizens of the nation. While we introduced them to their audiences, they helped us embrace the belief - Innovate For India in the truest sense while expanding our footprint.

From speaking in the local tongue to doing our bit in empowering everyone with employment, collaboration or education, we have come a long way in our efforts to stay relevant locally.

**Reaching a 100 million shoppers with Amazon in Hindi**

44 percent or 100 million Indians speak Hindi. When we saw their lack of presence amongst our consumers, we tackled the one barrier between us by introducing a website and an app in Hindi. The Hindi mobile website and app aim to address the pain points of these regional audiences by talking to them in their preferred languages.

**Localizing purchase and delivery with Amazon Easy**

For a lot of people in the tier 2 and tier 3 cities, online shopping felt like an alien, complex concept. To cater to their requirements and introduce them to the simplicity of our processes, we initiated Amazon Easy amongst 200+ existing stores and eliminated trivial setbacks like mistrust among consumers, lack of internet access, language differences and digital payment handicaps.

**Handicraft and art revival with dedicated storefronts**

Helping out people starting their own businesses proved to be more fun than we anticipated, because we got to revive the beauty of the long-lost handicraft and up their trade. Partnering with TRIFED, we now have consolidated government emporiums, artisans and other relevant companies in this space under a single umbrella - the Handloom and Handicraft storefront on Amazon Fashion.

**I Have Space**

Last but not the least, our I Have Space program allows existing store owners or aspiring entrepreneurs to become an Amazon Service Partner, empowering local partner to scale and expanding consumers at one go.

---

**Amazon Saheli: For the women entrepreneur**

The Saheli store is a dedicated storefront on Amazon.in to display products on sale from women entrepreneurs. Amazon Saheli program and storefront lends support to women entrepreneurs through zero cost and cataloguing service, subsidized referral fee, training and support on using seller platform, and a dedicated account manager.