



amazon business

BEST OF 2020

We are grateful to our MSME customers who trusted us for their purchase requirements



As we close out a challenging year, our efforts have been to serve the SME community in India, to aid them ramp up their businesses faster, by helping them become more efficient with their buying process, improve savings and drive profitability. We are grateful to our customers who trusted Amazon Business for all their purchase requirements and endeavour to keep up with our efforts on their behalf.

Peter George

Director, Amazon Wholesale India Pvt. Ltd.



MSMEs enjoyed the widest selection of GST enabled products, top deals and more savings



Overwhelming response from customers

+90% (Vs 2019)

Increase in
customer base

+70% (Vs 2019)

Increase in buying
customers

+35% (Vs 2019)

Increase in monthly
active users



With Amazon Business... the variety of business products, the ability to support bulk purchase items, door-step delivery, and return policy have been central to many of Zendoodles' essential purchases.

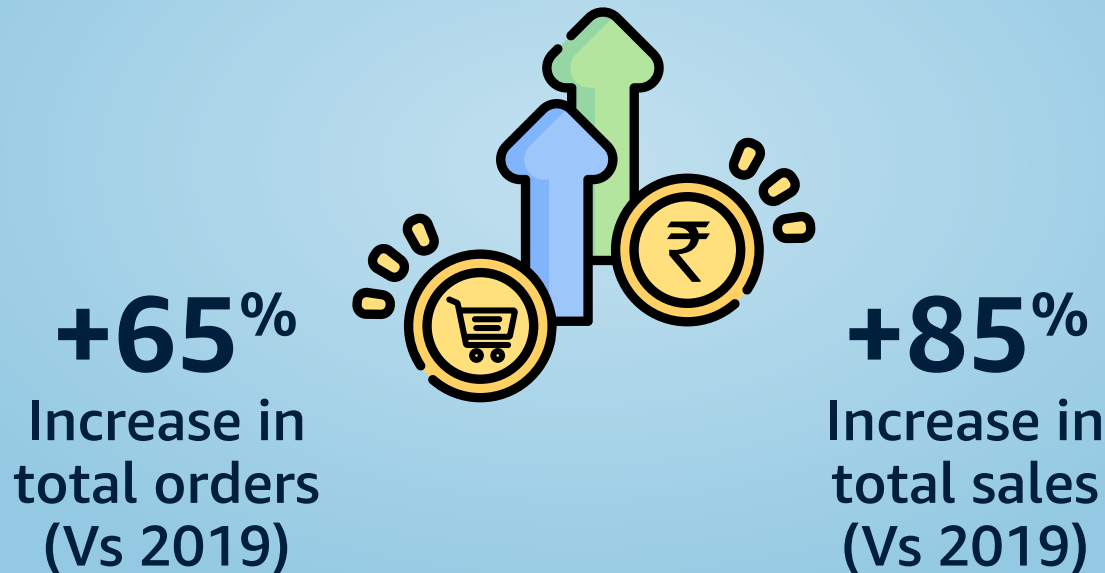
Rajashree Vijayvargiya

Founder, Zendoodles



Spike in Orders and Sales

This year we offered over
20 Crore GST-enabled products



Amazon Business has given us access to thousands of vendors for any product we require. We buy products across our daily requirements from Amazon Business.

Shaunak Verdia

Director, Bamboo Saa Resort & Spa

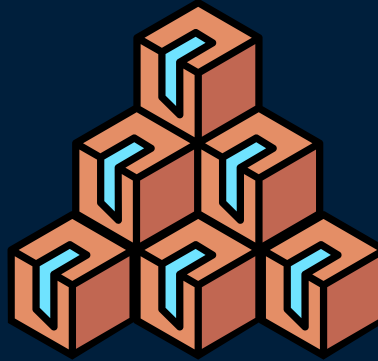


Customers loved saving more through bulk* orders

+95%



Increase in
bulk orders
(Vs 2019)



+100%



Increase in
bulk sales
(Vs 2019)



We rely on Amazon Business for buying a variety of products for our daily operations. Bulk discount has been a huge benefit as it helps us significantly increase our savings.

Arpita Mukherjee

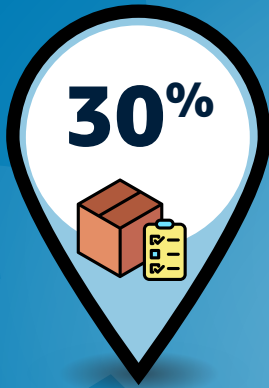
Procurement Manager at Polo Towers Hotel, Agartala



**Orders with >5 units of a product*

Overwhelming participation from Tier2 & Tier3

Customers from
Tier2 & 3 markets



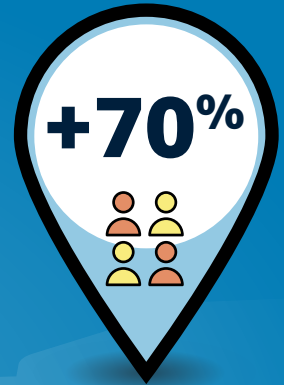
Increase in order
(Vs 2019)



Orders from
Tier2 & 3 markets



Increase in sales
(Vs 2019)



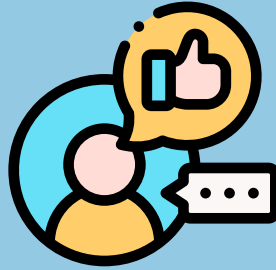
We operate out of Alibaug and that has its own set of supply chain challenges. We are 3-4 hours from the nearest city whereas with Amazon Business it's just a click away. We buy everything from large equipment to cleaning supplies... from Amazon Business.

Vivan Futehally

Founder, Pure Brot by Impossible Foods



Sellers were the backbone of our success



+25%

Increase in
total sellers
(Vs 2019)

+20%

More sellers
received a sale
(Vs 2019)

+25%

More sellers
made into
Crorepatri Club
(Vs 2019)



Amazon Business has given sellers like us courage to venture into new business opportunities. Tools like business analytics have made it easy to understand the needs of customers.

Akshit Patel

Seller, JD9



Fighting against the odds

We curated the COVID-19 store to help our healthcare customers and frontline workers with all the essential hygiene and protection supplies



COVID - 19 Store

Over **15%**
bulk order purchases



Healthcare
customers

+90%

Increase in healthcare
customers
(Vs 2019)

+60%

Increase in orders from
healthcare customers
(Vs 2019)

We managed to cater to the shift in demand from customers
with our specially curated stores

Corporate Gifting



+65%

Increase in orders
(Vs 2019)

+25%

Increase in bulk orders
(Vs 2019)



With most of the office staff working from home, it's been very convenient to buy all kinds of office products like IT peripherals, office stationeries from Amazon Business... We have now shifted more than 40% of our purchases on to Amazon Business.

Ankit Jindal

Director, Infinizi Consulting Pvt. Ltd.



Better Deals with Bigger Savings for MSMEs

Attractive cashbacks and deals to help MSMEs get back on their feet



9.37 cr GST selection

+15% Increase in offers curated

+30% Increase in buying customers

+35% Increase in orders

Helping MSMEs with all their short and long-term requirements with festive offers and cashbacks

Over **10 cr** GST selection

+60% Increase in total buying customers (Vs 2019)

+70% Increase in total orders (Vs 2019)

+80% Increase in total sales (Vs 2019)



Amazon Business has helped extend our savings by more than 30%.

Yusuf Petiwala

Founder, Fakhri Events



Business Value Days

Started small, now loved by lakhs

To help businesses with their monthly purchases, Amazon Business runs Business Value Days with deals and cashbacks for greater savings



16

Business Value Days
Hosted



Over
5k

offers curated
for each sale



Over
₹2.73 Cr

in savings

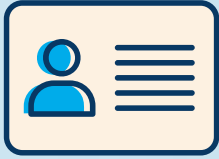


I managed to cut my monthly expenses budget by at least 10-12 percent a month with Amazon Business. We buy for a variety of needs from top brands like HP, Dell & many more.

Dheeraj Prakash

Procurement Head, Outbooks Outsourcing





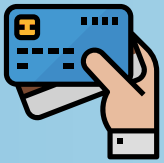
Greater Access

through Business PAN
facilitating account creation

Extending the exclusive benefits of Amazon Business to the businesses without GST registration



Opens up access for over
80 lakh MSMEs



Better process

through Shared Pay leading
to higher decentralization

Allows the admin of the account to share the payment methods to make purchases



35%
Of the customer base can
leverage the feature



Greater Compliance

through e-invoicing

Reduces manual GST reporting efforts for sellers with more than ₹500cr annual turnover



+35%
Orders eligible
for e-invoicing

Brand partnerships - For mutual growth

RDP

Partnered with RDP, an Indian manufacturer to launch Amazon Exclusive commercial laptops starting at ₹19,999

Top ranked product by traffic during Prime Day and Freedom Sale



CISCO

For the first time we launched 35+ networking products from Cisco on Amazon Business

Improved brand traffic rank from **11** to **5** in 3 months

Lenovo

Launch of an exclusive commercial laptop Lenovo Thinkbook+

+460%

Increase in commercial selection sales

+110%

More products made available

Microsoft

Launch of affordable range of commercial laptops starting at ₹15,000

+110%

Increase in commercial selection sales

+80%

More products made available



We have seen an overwhelming response for our commercial laptop series on Amazon Business at the Great Indian Festival. Amazon Business has proven to be the ideal platform for us to reach varied segments of SMBs for these diverse products.

Ashish Sikka

Director – SMB, Lenovo India

