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RNI No.TNBIL/2021/81709
Daily Morning Newspaper
The Truth

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Amazon Global Selling achieves $27 billion in cumulative e-commerce exports from India

CHENNAI – 26 Nov, 2026 Amazon today announced that its flagship export programme, Amazon Global Selling, has enabled cumulative e-commerce exports worth $27 billion from India, marking significant progress towards its target of facilitating $80 billion in exports by 2030.

Launched in 2015, the programme has onboarded over 2.4 lakh Indian exporters, representing a 20% growth in its exporter base over the past year. It has also enabled Indian businesses to sell more than one billion Made-in-India products to customers across over 200 countries through more than 18 Amazon international marketplaces.

Srinidhi Kalvapudi, Head of Amazon Global Selling India, said the milestone reflects the growing potential of Indian businesses in global markets. He added that Amazon would focus on AI-led innovation, capacity building and stronger industry partnerships to make cross-border e-commerce simpler and more accessible.

Home textiles and apparel have emerged as key growth drivers, recording compound annual growth rates (CAGR) of 30% and 23%, respectively. Amazon has also launched a cluster-based initiative in Bhadohi, Uttar Pradesh, to support rug manufacturers and expand exports. It has signed agreements with three textile export promotion councils to strengthen industry collaboration.

Over the past decade, health and personal care, grocery and beauty have recorded strong CAGRs of 45%, 44% and 42%, respectively.

The programme has registered exporters across 28 states, seven Union Territories and more than 200 cities. In Tamil Nadu, exporters from Erode and Kanchipuram recorded sales exceeding $121.5 million and $29 million, respectively, between January 2025 and the third quarter of 2026.



Through technology, logistics support and strategic partnerships, Amazon Global Selling continues to empower Indian entrepreneurs and manufacturers to build global brands and contribute to India's export ambitions.