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Amazon Great Indian Festival Sees Record Shopping Growth and ₹2,800 Crore in Customer Savings

CHENNAI – 5 Nov, 2026 Chennai: Amazon announced record-breaking performance for its Great Indian Festival 2026, with over 393 crore customer visits and customer savings exceeding ₹2,800 crore. The festive shopping event will continue until Bhai Dooj on November 11.

Customers benefited from instant bank discounts, cashback, Amazon Pay rewards, coupons, exchange offers, deals and free Prime deliveries. Cashback was offered on one in every three units purchased. Amazon also recorded its highest-ever Prime membership sign-ups during a shopping event, with Prime members saving over 10 times more year-on-year through exclusive offers.

Shopping volumes grew more than 50% compared to the previous year, with over 70% of shoppers coming from beyond metropolitan cities. Premium categories, including smartphones, appliances, fashion, beauty and home products, witnessed increased demand. EMI spending rose 40%, with 90% of EMI purchases made through interest-free No-Cost EMI.

Saurabh Srivastava, Vice President, Amazon India, said, “We have been able to enable the highest-ever savings for customers of over INR 2,800 crores, welcome more new Prime members than in any shopping event, drive record growth for our sellers, and deliver products at our fastest-ever speeds across the country.”

New sellers recorded over 2.3 times growth in unit sales, while small and medium business sellers achieving a 10-fold increase in sales grew over 30% year-on-year. Same-day or faster deliveries increased nearly five times year-on-year.