

## E-comm Biggies Cast Net wide to grow vendor base in India

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## Vendor Pitch

**1,50,000**  
Active sellers on India's e-comm platforms

E-comm cos say increasing vendor count crucial to their growth

### New Ways to Enlist Vendors Include

- Evangelists
- YouTube channels
- Tie-ups with state handicraft centres, institutes
- Scouting manufacturing hubs

### AMAZON

Has started YouTube channel – Amazon Sellers University – where vendors can about learn about selling on the marketplace

### SNAPDEAL

Has tied up Rajasthan govt and North Eastern Handicraft and Handloom Development Corp to bring artisans online

### FLIPKART

Has Karigaar Ke Dwar programme for artisans to sell wares on its platform



Amazon, Flipkart and Snapdeal are increasingly turning to tie-ups with artisans, govt units in a bid to encourage sellers to take the online route

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**New Delhi:** In India's flourishing online retail market one drag top players Flipkart, Snapdeal and Amazon face is the relatively low number of vendors, and they have come out with a slew of programmes to get millions of sellers from across the country to their marketplaces.

E-commerce companies estimate that India currently has only about 1,50,000 active sellers on e-commerce platforms compared to about five millions online sellers in China.

To improve this rapidly, they have come out with several initiatives from launching dedicated YouTube channels and tying up with training institutes to tying up with state handicraft centres to scouting for manufacturing hubs across cities. And they have set ambitious goals.

Amazon India, which started about 18 months ago with around 100 sellers, has currently about 16,000 vendors on its India marketplace site and is expected to build the vendors base multiple fold in the coming years. Together with its



affiliate site Jungle.com, it has around 100,000 vendors.

"We believe that with those numbers we have barely scratched the surface as there are millions and millions of small and medium businesses in India and I don't see an upper bound to the opportunity at this time," said Amit Deshpande, GM for seller services at Amazon India. Amazon India has devised multiple programmes to grow its seller portfolio.

It has started Amazon Sellers University channel on YouTube where potential vendors can learn about selling on the marketplace. Also, it has trained about 100

"freelancers" who will sign and train new vendors.

Rival Snapdeal, which has around 100,000 sellers on its platform, plans to increase it ten-fold or to one million vendors in the next three years.

"The challenge (for enrolling vendors) is reducing day by day," said Visha Chandha, vice-president for market development at Snapdeal. "There are literally hundreds of examples in small towns who were earlier selling through their stores have suddenly the entire country opened up to them," he said.

Snapdeal has tied up with weavers in Varanasi, North Eastern Handicraft and Handloom Development Corp and Rajasthan government, to bring artisans to sell online.

Flipkart, the largest online retailer, has a programme called Karigaar Ke Dwar to help artisan sell on its platform. It has entered into agreements with the Federation of Indian Micro, Small and Medium Enterprises to enrol vendors in Coimbatore, Jaipur, Ludhiana and Varanasi among other such hubs.

Flipkart has also tied up with the Director General of Employment and Training to impart training for vendors.