

India Handloom Brand



“Amazon India Teams Up With Govt to Boost Handloom Sales”

New Delhi

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Total Coverage Appeared – 23



Adfactors Public Relations

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Print

S. No.	Publication	Headline
1	Business Standard	Amazon Teams Up With Govt to Boost Handloom
2	Financial Chronicle	Amazon Teams Up With Govt to Boost Handloom
3	Deccan Herald	Amazon, Textile Ministry Tie Up

Online

S. No.	Website	News Link
4		http://www.ptinews.com/news/7460891_Amazon-India-teams-up-with-govt-to-boost-handloom-sales-.html
5		http://timesofindia.indiatimes.com/tech/tech-news/Amazon-India-partners-with-government-to-accelerate-handloom-sales/articleshow/52349241.cms
6		http://www.hindustantimes.com/business/amazon-india-teams-up-with-govt-to-boost-handloom-sales/story-zBbPHoIWRrZgbB9FkuIkhN.html
7		http://tech.economictimes.indiatimes.com/news/internet/amazon-india-teams-up-with-the-govt-to-boost-handloom-sales-directly-engages-with-weavers/52344957
8		http://www.dailypioneer.com/business-and-finance/amazon-india-teams-up-with-govt-to-boost-handloom-sales.html
9		http://www.millenniumpost.in/NewsContent.aspx?NID=300095

10		http://www.businesstoday.in/current/corporate/amazon-india-teams-up-with-govt-to-boost-handloom-sales/story/232781.html
11	MEDIANAMA	http://www.medianama.com/2016/05/223-amazon-india-handloom/
12		http://www.adageindia.in/marketing/news/amazon-india-partners-govt-to-promote-handloom-products/articleshow/52345451.cms
13		http://www.msn.com/en-in/news/other/amazon-india-teams-up-with-govt-to-boost-handloom-sales/ar-BBtebSu
14		http://www.scoopnest.com/user/htTweets/733260950933884929
15		http://www.moneycontrol.com/news/business/amazon-india-teams-upgovt-to-boost-handloom-sales_6698021.html
16		http://gadgets.ndtv.com/internet/news/amazon-india-teams-up-with-government-to-boost-handloom-sales-839436
17		http://thequill.in/2016/05/19/amazon-india-helps-weavers-in-four-indian-states-to-sell-online/
18	India News	http://huntnews.in/p/detail/4142259016737506?uc_param_str=dnfrpfbivesscpgimibtbmntnijblauputogdnw&pos=1463674020346
19		https://bizztor.com/amazon-india-teams-government-boost-handloom-sales/
20		http://journeyline.in/newsdet.aspx?q=106289
21		http://www.echoofindia.com/bengaluru-amazon-india-teams-govt-boost-handloom-sales-108604

22	 The logo for 'YOUR STORY' features the words 'YOUR' and 'STORY' stacked vertically in white, uppercase letters inside a red square.	http://yourstory.com/2016/05/amazon-india-government-handloom-sales/
23	 The logo for 'iFinance EVERYDAY' features a stylized lowercase 'i' with a blue dot above it, followed by the word 'Finance' in a bold, black, sans-serif font, and 'EVERYDAY' in a smaller, blue, sans-serif font below it.	http://finance.indiaeveryday.in/news-amazon-india-teams-up-with-government-to-boost-handloom-1023-2179248.htm

Publication: Business Standard

Date: 20.05.2016

Amazon teams up with govt to boost handloom

Amazon India on Thursday forged a partnership with Development Commissioner Handloom of the Union Ministry of Textiles under which it will educate, train and enable cooperatives and weavers to directly sell their products on the online portal.

PTI

Publication: Financial Chronicle

Date: 20.05.2016

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PTI

Publication: Deccan Herald

Date: 20.05.2016

Amazon, Textile Ministry tie up

» Amazon has forged a partnership with Development Commissioner Handloom of the Ministry of Textiles under which it will educate, train and enable cooperatives and weavers to directly sell their products on the online portal. The partnership allows Amazon to engage with weavers.

Web Portal	Link
	http://www.ptinews.com/news/7460891_Amazon-India-teams-up-with-govt-to-boost-handloom-sales-.html

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The products will carry government certifications 'India Handloom Brand' and 'Handloom Mark', ensuring availability of quality products to shoppers across the globe, Amazon India said in a release here. The company has already deployed teams in the four states and conducted workshops in Kota and Bargarh, introducing weavers to online selling and Amazon.in's seller services that will help them kickstart their online business, it said.

Alok Kumar, Development Commissioner (Handlooms), said "Authentic handloom products have always found resonance with shoppers. Our partnership with Amazon India will allow weavers to satiate this demand by making their products available in all corners of India. Weavers will also get the right value for their offerings through this direct sales channel."

Gopal Pillai, Director & GM, Seller Services, Amazon India, said all products listed by weavers will be available through the 'Crafted in India' store on Amazon.in that was launched recently, which aims to bring the rich Indian heritage of handicraft and handlooms to Indian consumers' doorsteps.

Web Portal	Link
	http://timesofindia.indiatimes.com/tech/tech-news/Amazon-India-partners-with-government-to-accelerate-handloom-sales/articleshow/52349241.cms

Amazon India partners with government to accelerate handloom sales

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Web Portal	Link
	http://www.hindustantimes.com/business/amazon-india-teams-up-with-govt-to-boost-handloom-sales/story-zBbPHoIWRzgbB9FkulhN.html

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Web Portal	Link
	http://tech.economictimes.indiatimes.com/news/internet/amazon-india-teams-up-with-the-govt-to-boost-handloom-sales-directly-engages-with-weavers/52344957

Amazon India Teams Up with the Govt To Boost Handloom Sales; Directly Engages With Weaver

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Web Portal	Link
	http://www.dailypioneer.com/business-and-finance/amazon-india-teams-up-with-govt-to-boost-handloom-sales.html

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Web Portal	Link
	http://www.millenniumpost.in/NewsContent.aspx?NID=30009 5

Amazon India Teams Up With Govt To Promote Handloom Sales

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Web Portal	Link
 The logo for Business Today, featuring a blue square with a white 'b' and a red square with a white 't', followed by the text 'business today' in a sans-serif font, with 'today' in red and 'business' in blue. A small red circle with a white 'in' is positioned to the right of the text.	http://www.businesstoday.in/current/corporate/amazon-india-teams-up-with-govt-to-boost-handloom-sales/story/232781.html

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Gopal Pillai, Director & GM, Seller Services, Amazon India, said all products listed by weavers will be available through the 'Crafted in India' store on Amazon.in that was launched recently, which aims to bring the rich Indian heritage of handicraft and handlooms to Indian consumers' doorsteps.

Web Portal	Link
MEDIANAMA	http://www.medianama.com/2016/05/223-amazon-india-handloom/

Amazon India Ties Up With Textile Ministry To Train Weavers And List Handloom Products

Amazon India has partnered with the handloom division of the Union Ministry of Textiles under which it plans to educate, train and enable cooperative groups and individual handloom weavers to directly sell their products on the ecommerce portal, PTI reported. The partnership will be extended for weavers and groups in areas like Kota in Rajasthan, Nadia in West Bengal, Bargarh in Odisha and Bijoyagar in Assam.

Amazon India claims to have already deployed a team in the four states and conducted workshops in Kota and Bargarh, to train weavers on online selling and other seller services offered by the company. All products manufactured by weavers for Amazon will carry two government certification marks—'India Handloom Brand' and 'Handloom Mark'. The products will also be made available to online shoppers from across the globe.

In addition, Amazon India has a separate online store named "Crafted in India", which was launched recently. The store currently lists handicraft and handloom products made through tie ups with domestic handloom weavers/textile manufacturers in rural areas.

Telangana state handicrafts tie up

In March, The Telangana State Handicrafts Development Corporation (TSHDC) tied up with Amazon India to sell their local hand-made 'Golkonda' handicraft products on the e-commerce portal. Through the partnership, local handicrafts including 'Dokra', 'Bidri' crafts, 'Nirmal' artworks, Cherial paintings, pearls and brassware will be included on Amazon's online platform for sale.

However, Amazon India does not mention how many such products are listed through these tie ups, or the gross value of sale of such handicraft/handloom products till date. MediaNama has written to Amazon India for these numbers and will update story once we hear from them.

Web Portal	Link
	http://www.adageindia.in/marketing/news/amazon-india-partners-govt-to-promote-handloom-products/articleshow/52345451.cms

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Web Portal	Link
	http://www.msn.com/en-in/news/other/amazon-india-teams-up-with-govt-to-boost-handloom-sales/ar-BBtebSu

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Web Portal	Link
	http://www.scoopnest.com/user/htTweets/733260950933884929

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Web Portal	Link
	http://www.moneycontrol.com/news/business/amazon-india-teams-upgovt-to-boost-handloom-sales_6698021.html

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Gopal Pillai, Director & GM, Seller Services, Amazon India, said all products listed by weavers will be available through the 'Crafted in India' store on Amazon.In that was launched recently, which aims to bring the rich Indian heritage of handicraft and handlooms to Indian consumers' doorsteps.

Web Portal	Link
	http://gadgets.ndtv.com/internet/news/amazon-india-teams-up-with-government-to-boost-handloom-sales-839436

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Web Portal	Link
	http://thequill.in/2016/05/19/amazon-india-helps-weavers-in-four-indian-states-to-sell-online/

Amazon India Helps Weavers In Four Indian States To Sell Online

In line with its vision to transform the way India buys & sells, Amazon India today announced its partnership with Development Commissioner Handloom under the Union Ministry of Textiles. As part of the partnership, Amazon India will educate, train & enable cooperatives & weavers to directly sell their products on Amazon.in. These products will carry government certifications 'India Handloom Brand' and 'Handloom Mark', ensuring the availability of quality selection to shoppers across the globe.

The partnership allows Amazon India to engage with weavers in Kota in Rajasthan, Nadia in West Bengal, Bargarh in Odisha and Bijoynagar in Assam and handhold them to successfully sell on its platform. In a short period of time, the company has already deployed teams in the four States and conducted workshops in Kota and Bargarh, introducing weavers to online selling and Amazon.in's seller services that will help them kick start their online business.

Commenting on the partnership, **Alok Kumar, Development Commissioner (Handlooms)**, said *"Authentic handloom products have always found resonance with shoppers across the country. Our partnership with Amazon India will allow weavers to satiate this demand by making their products available in all corners of India. Weavers will also get the right value for their offerings through this direct sales channel. We thank Amazon India for partnering with us and enabling skilled weavers & artisans of India get online."*

Gopal Pillai, Director & GM, Seller Services, Amazon India, added, *"Our partnership with the Development Commissioner of Handloom allows us to transform the lives of thousands of weavers & artisans and to further add to our efforts of contributing to 'Make in India' initiative. Sellers of all sizes on Amazon.in get access to the easiest and most comprehensive set of offerings that enable & empower them. We have already deployed trained resources on-ground and have started organizing workshops to handhold weavers in their new online journey. We are humbled to see weavers get online"*.

All products listed by weavers will be available through the 'Crafted in India' store on Amazon.in. The store, launched recently, aims at bringing the rich Indian heritage of handicrafts and handlooms to Indian consumers' doorsteps and already includes a wide selection from 12 different regions of the country, like Benarasi from Uttar Pradesh and Kasavu from Kerala to name a few.

Since its launch in June 2013, Amazon.in has introduced the most comprehensive suite of offerings for sellers to help them sell online and benefit from the digital economy. From running an extensive education and skilling program for SMBs called Seller University, offering Fulfilment By Amazon (a pay-as-you-go fulfilment service wherein Amazon.in packs, ships and delivers products to customers, manages returns and does customer service on behalf of the sellers), innovating Easy Ship (an assisted shipping service that makes it easy for sellers to ship products across India), launching Seller Flex (bringing Amazon's flagship FBA experience to the seller's doorstep by implementing the FBA technology at sellers' warehouses), introducing Amazon Tatkal (a studio-on-wheels to help SMBs get online within 60 minutes), to building the largest storage capacity in ecommerce in India for sellers to

the tune of 5 million cubic feet, Amazon.in has been helping sellers reach millions of customers across the country. Amazon's Global Selling Program enables Indian sellers to sell their 'Make in India' products to millions of Amazon customers worldwide.

Web Portal	Link
India News	http://huntnews.in/p/detail/4142259016737506?uc_param_str=dnfrpfbivesscpgimibtbmntnijblauputoggdnw&pos=1463674020346

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Web Portal	Link
	http://journeyline.in/newsdet.aspx?q=106289

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Gopal Pillai, Director & GM, Seller Services, Amazon India, said all products listed by weavers will be available through the 'Crafted in India' store on Amazon.In that was launched recently, which aims to bring the rich Indian heritage of handicraft and handlooms to Indian consumers' doorsteps.

Web Portal	Link
	http://www.echoofindia.com/bengaluru-amazon-india-teams-govt-boost-handloom-sales-108604

Amazon India Teams Up With Govt To Boost Handloom Sales

Amazon India today forged a partnership with Development Commissioner Handloom of the Union Ministry of Textiles under which it will educate, train and enable cooperatives and weavers to directly sell their products on the online portal. The partnership allows Amazon India to engage with weavers in Kota in Rajasthan, Nadia in West Bengal, Bargarh in Odisha and Bijoyagar in Assam.

The products will carry government certifications 'India Handloom Brand' and 'Handloom Mark', ensuring availability of quality products to shoppers across the globe, Amazon India said in a release here.

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Web Portal	Link
	http://yourstory.com/2016/05/amazon-india-government-handloom-sales/

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Web Portal	Link
	http://finance.indiaeveryday.in/news-amazon-india-teams-up-with-government-to-boost-handloom-1023-2179248.htm

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