

**Student Name:** Rishabh Jaswal [181613]

**Package:** Rs 12 Lakhs (Salary) + Rs 5 Lakhs (Company Stocks)

**Role and Location:** Account Manager, Bangalore, Karnataka



### **Amazon India– Company Profile**

Amazon India launched operations in June 2013. The company launched its website Amazon.in, offering customers a wide variety of choices in books, movies and television shows. On the first day of its operations, Amazon India had received more than 10,000 orders. Amazon India is a fully-owned subsidiary of US based e-commerce giant Amazon, Inc. The parent company Amazon was founded in 1994 by Jeff Bezos. With sales and growth nearing saturation limits in the United States, Amazon was looking to explore other countries for its future growth. China seemed lucrative with its huge market, well-developed infrastructure and internet connectivity, which prompted Amazon to launch operations in China. However, due to stiff competition by local e-commerce companies such as Alibaba, Amazon started looking for other viable options. The company found great potential in India and launched operations in 2013.

In a very short period of time, Amazon India has become a force to reckon with in the Indian e-commerce space. Amazon India currently offers millions of products on its platform and has millions of registered users. Amazon India currently offers products across various categories such as mobile phones, computers and accessories, men's and women's fashion, books, sports & fitness, electrical & electronic items, movies, music, cars, motorbike, baby products, toys, grocery items, etc. Amazon India also operates a Global Store, where customers can buy directly from sellers in the United States. Recently, Amazon Prime was launched in India, which provides users access to various services such as streaming video, music, e-books, the latest offers, etc. Amazon India currently delivers to most of the serviceable PIN codes in India. It has more than 20,000 Indian sellers and 41 fulfilment centres across 13 states.