

After RIL, Amazon to bring local kiranas online

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Bengaluru: Amazon India said it has on-boarded 5,000 offline retailers across categories on its platform under what it calls 'Local Shops'. The move comes a day after the Mukesh Ambani-led Reliance Industries (RIL) announced a partnership between Jio and WhatsApp for a commerce initiative.

Started as a pilot six months ago, local standalone stores selling grocery, consumer electronics, apparel and other products are live on Amazon across metro and non-metro markets. These include Delhi, Mumbai, Bengaluru, Ahmedabad, Jaipur, Coimbatore, Surat, Indore and Lucknow. The project also has relatively better known regional retailers like Sangeetha Electronics, Croma and Vishal Mega Mart.

The local stores selling online would also fulfil most of the

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deliveries on their own. This is because they would be enabled with Amazon's technology to serve local orders first based on pin-codes where they can deliver the same day or next day. If the retailers are willing to sell nationally, they will be able to sell through Amazon. In light of the ongoing lockdown and even weeks after it gets lifted, Amazon's Local Shops could plug the drop in footfall at stores partially.

Gopal Pillai, head of seller services at Amazon India, said the company would be committing about Rs 10 crore to scale it up further. Pillai confirmed to **TOI** that it has initiated talks with the Retailers Association of India (RAI) for various partnerships. RAI CEO Kumar Rajagopalan did not comment.