

eBay India offers Varanasi sellers an opportunity to trade globally UP is the fourth largest export seller base for eBay India

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Mr. Ambareesh Murty, Director - Marketplace Development, eBay India, said, *'We have seen a phenomenal increase in the demand for Indian products from thousands of buyers worldwide. In fact, buyers from over **150 countries** have bought products from Indian sellers till date. An **Indian seller sells an item to a global buyer every 72 seconds!**'*

eCommerce is increasingly becoming mainstream, with entrepreneurial Indians selling online to a wide audience. Today, the eBay community includes more than **241 million** registered users worldwide. eBay provides an international platform where practically anyone can trade practically anything.

Mr. Murty also shared some key trends in Global Trade with Varanasi residents:

Key eCommerce trends for Global Trade

I Sellers from Non-Metro towns increasingly selling globally: Uttar Pradesh one of the largest contributors to Global Trade:

There has been a definite increase in sellers from non metro cities selling globally through eBay India. Sellers from cities such as Shillong, Aizwal, Bakrol, Khanna and Khamaria are successfully trading with countries across the world. We see a growth in contribution of smaller cities to the business with 50 % of all global sellers on eBay India being from smaller cities in India.

Uttar Pradesh has the fourth largest base of sellers selling on eBay globally from India, after Maharashtra, Delhi & Tamil Nadu. From Uttar Pradesh, eBay India has seen global trade emerge from cities such as Meerut, Allahabad, Lucknow, Agra, Varanasi, Bhadohi, Ghaziabad, Kanpur, Saharanpur and Moradabad.

II English speaking countries are a large market for global trade

English speaking countries like **UK, USA, Australia** and **Canada** are natural markets for Indian sellers due to the ease of communication. However, enterprising Indian sellers have also made

inroads into European markets such as **Germany, France & Italy**.

III Jewellery is the largest contributors to Global Trade from India - High demand also for Carpets, Leather products, Handicrafts & Apparel

Indian sellers are seeing tremendous success with products such as **Jewellery, Apparel, Collectibles, Furnishings and Musical Instruments**. eBay India sellers sell an article of clothing or accessory globally every **6** minutes while **9** pieces of jewellery sell every hour. A home furnishing item sells every **10** minutes while a coin or a stamp sells every **15** minutes. Interestingly, **14** musical instruments sell globally every hour.

An emerging trend is high demand from USA and UK for **carpets, leather products, handicrafts and apparel** which Indian sellers can start trading.

IV Providing Entrepreneurship Opportunities

eBay India provides great entrepreneurship opportunities through its unique business model thereby making it possible for local products to be sold across the country. Through an excellent internet trading infrastructure, it has created the largest online bazaar that is free of middlemen and unconstrained by geographical boundaries thereby enabling frictionless interaction between buyers and sellers. At any given time more than **10,000 items** are on sale globally from India sellers on the eBay platform. By **June 2007, more than 7,200 sellers** had transacted internationally.

Log onto **www.eBay.in/globaltrade** to learn how to sell internationally and become a global entrepreneur!

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About eBay India

eBay India (www.ebay.in), India's leading online marketplace, is India's biggest online trading community where anyone can sell or buy almost anything. eBay India is a trading platform offering auctions, fixed price and classifieds modes of person-to-person trading. There are a wide range of products listed on eBay India in an array of categories including Apparels & Accessories, Beauty & Health, Bollywood Memorabilia, Books & Magazines, Cameras & Optics, Cars & Bikes, Coins & Stamps, Computers & Peripherals, Consumer Electronics, Fitness & Sports, Home, Tools & Appliances, Jewellery & Watches, Mobiles & Accessories, Movies & Music, Musical Instruments, Services & Real Estate, Toys, Games & Baby, Travel, Tickets & Vouchers, Video & Computer Games & Everything Else. eBay India is a 100% subsidiary of eBay Inc., The World's Online Marketplace®.

About eBay

Founded in 1995, eBay created a powerful platform for the sale of goods and services by a passionate community of individuals and businesses. On any given day, there are millions of items across thousands of categories for sale on eBay. eBay enables trade on a local, national and international basis with customized sites in markets around the world. Through an array of services, such as its payment solution provider PayPal, eBay is enabling global eCommerce for an

ever-growing online community.

eBay is The World's Online Marketplace®.

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You can also visit www.ebay.in for more information.