

eBay India focuses on Jaipur as a global trade hub Jaipur large sourcing hub for gemstones on eBay India

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Mr. Ambareesh Murty, Director - Marketplace Development, eBay India, said, '*eBay presents a great entrepreneurial opportunity for Indian sellers to sell products internationally to millions of eBay buyers worldwide. Global Trade or exports can be explained as sellers from India selling to buyers from other countries in addition to domestic shoppers. Global Trade on eBay India is seeing significant traction with as many as 7,200 entrepreneurial sellers having benefited from this opportunity.*'

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 Jaipur residents:

Key eCommerce trends for Global Trade

I Sellers from Non-Metro towns increasingly selling globally: Jaipur largest base of non-metro global trade sellers

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 non-metro cities in India.

Jaipur has the largest base of global trade sellers amongst the non-metros. From Rajasthan, eBay India has seen global trade emerge from cities such as Jodhpur, Udaipur, Pilani, Ajmer & Bharatpur.

II English speaking countries are a large market for global trade

There has been an 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!**

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, 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, handicrafts** and **apparel** which Indian sellers can start trading.

IV Jaipur large sourcing hub for gemstones on eBay India; metro based exporters benefiting, scope for increase in share of Jaipur local merchants

For Indian global trade sellers from the metros, Jaipur is one of the largest sourcing hubs for gemstones. While exports from Non Metro cities is on the rise, the contribution of Local sellers has scope to increase in share as local merchants are largely acting as supply sources to sellers in larger Metro towns.

An emerging trend is that local merchants in Jaipur and surrounding areas of Rajasthan are starting to benefit from the excellent source of supply of coloured gemstones and starting to trade globally.

V 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.