

eBay India launches India's simplest way to buy online

Consumer research shows large segment of online shoppers are convenience oriented

Mumbai, maharashtra, July 11, 2007 /[India PRwire](#)/ -- **eBay India**, India's leading online marketplace, has significantly altered the online shopping landscape by launching the simplest and most convenient way to buy online in India. Already recognized by Juxt Consult as the most user friendly auction website, eBay India today extended the user-friendly shopping experience to fixed price shopping by launching a significant enhancement to the **checkout process** and new **shopping cart** features. With the new features, users can buy a number of fixed price items from eBay's wide universe of sellers in a significantly easier & faster format.

Recent eBay consumer research revealed that a large segment of Indian online users did not shop online due to complexity. With the new fast and easy Fixed Price shopping experience, eBay India is seeking to extend the segment of users it addresses to include these non-shoppers.

The study also showed that the three things that online shoppers seek most are wide variety, attractive prices and convenience. eBay India, with over 100,000 items for sale and 2500 categories, offers Indian consumers great variety of products to choose from. As an online marketplace, it has sellers from every level of the distribution chain whether manufacturers, distributors or retailers thereby having a wide range of products and price points. Now, the new eBay 3-step checkout enables online shoppers to experience easier & faster shopping.

Rajan Mehra, Country Manager, eBay India, says, *"While auctions will always be an important part of the eBay India business, we've also noticed that a large number of our sellers and buyers who trade in new items in categories such as electronics, mobile phones and computers prefer the Fixed Price format. Enhancing the user experience is an important area of focus and we are confident that evolving our Fixed Price buying format will consolidate our market leadership in Indian online shopping. We hope this will encourage more internet users to make their first ecommerce purchase."*

Avid eBay Shopper **Mandira Bedi** said, *"I am excited to hear about this new development which will appeal to people like me who are short of time. My eBay experience will get even better and I can buy great products like mobiles, jewellery and home décor items even faster. Shopping on eBay is great fun with the wide range of products on offer & the great deals that I can get on my buys."*

Fast Checkout for 'Buy it Now' Listings: eBay India now offers quick checkout for the fixed price shopper with a three step buying & payment flow which can be completed in seconds.

Shopping Cart for a complete shopping experience: Buyers browsing through the site can now shop for multiple items from multiple sellers and add them to their shopping cart. Once your shopping spree is done, you can visit your shopping cart and checkout all your items later.

Log onto <http://www.ebay.in/> to experience easier, faster shopping on eBay India. Grab great deals on products like mobiles, jewellery, MP3 players, apparel & home décor.

Notes to Editor

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 Apparel & Accessories, Books & Magazines, Cameras & Optics, Cars & Bikes, Coins & Stamps, Computers & Peripherals, Consumer Electronics, Fitness & Sports, Health & Beauty, Hobbies & Collectibles, Home, Décor & Furnishings, Jewellery, Kitchen & Home Appliances. Mobiles & Accessories, Movies & Music, Musical Instruments, Services & Real Estate, Tools & Hardware, Toys, Games & Baby, Travel, Tickets & Vouchers, Video & Computer Games, Watches and Everything Else. eBay India is a 100% subsidiary of eBay Inc.

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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