



*For immediate release*

## **GJEPC along with eBay launches an Exclusive Online Jewellery Store**

**Mumbai, 27<sup>th</sup> May, 2021:** The Gem & Jewellery Export Promotion Council (GJEPC), the apex body of gem & jewellery trade in India, has forged a unique partnership with global E commerce giant eBay to offer to its Members an **Exclusive Jewellery Store on eBay**. With its 'Make in India for the World' tag, the Jewellery store on eBay will help jewellery exporters including MSMEs and Brands to boost online jewellery sales with a low setup cost. It will also provide market research & insight along with being a local business development support. Ebay has 183 million Active Buyers (Q2 2020) having more than 15,000 Indian sellers, which is a high potential market segment for GJEPC members.

**Colin Shah, Chairman, GJEPC, said,** "As part of our endeavour to constantly deliver value to members, GJEPC has collaborated with eBay, to establish an exclusive and dedicated store for Jewellery on eBay. This would be an opportunity for all Jewellery Manufacturers to list their products and showcase them to the already existing buyer base of eBay. The collaboration between eBay, India and GJEPC is a step towards facilitating Gem & Jewellery Exports through E Commerce platform and drive the vision of "Digital India". Demand for gems and jewellery is picking up in all major export markets, hence online sales play a key role in business growth."

"The partnership brings immense opportunities and benefits to GJEPC Members especially to MSMEs and small to medium businesses, to reach out to a new segment of prospective customers. In the first three months, GJEPC members stand to benefit anything from Rs. 40,000 for 500 listings to Rs. 95,000 for 1000 listings. The value-added services provided by eBay will assist in market development and enhance the business-customer proposition of Indian jewellers", **Colin Shah** added.

**Vidmay Naini, Country Manager, eBay India-CBT,** said "We, at eBay in India, are convinced that Indian Gems and Jewellery sellers are well poised to scale their business and presence across the eBay marketplace globally. The partnership with GJEPC is a step forward in enabling them in this endeavour. Together with GJEPC we will educate, support and scale these sellers on the eBay marketplace."

### **Benefits to GJEPC members:**

- **Promotions & Marketing-** Helps participate in sell side marketing event organised by eBay
- **Account Management-** Provides support on registration by eBay's team
- **eBay Seller Protection-** Provides Protection & support in case of account restriction
- **Exclusive Promotional Landing Page-** GJEPC members can showcase products which will be promoted by eBay & GJEPC
- **Store Design & Cataloguing-** Helps in finding store design & cataloguing partners

### **Features:**

- **Seller Incentive Programs-** Eligible for special incentive programs with discounts on eBay fees
- **eBay Product Listing fee -** Free listings for USA, UK and AU for 6 months
- **Free basic store subscription for 3 months,** including 500 Free Listings per month, access to promotional features, product research tools, discounted eBay fee and seller specific url

GJEPC will be organising interactive Sessions with prospective Seller base for in depth understanding of the onboarding process on this platform. Starting with webinar for Diamond Jewellery seller this week, it will be followed by webinar for Coloured Gemstone sellers, Gold Jewellery, Loose Diamonds, Diamond Jewellery and Fashion Jewellery respectively in the following weeks.

### **About The Gem and Jewellery Export Promotion Council (GJEPC)**

The Gem & Jewellery Export Promotion Council (GJEPC), set up by the Ministry of Commerce, Government of India (GoI) in 1966, is one of several Export Promotion Councils (EPCs) launched by the Indian Government, to boost the country's export thrust, when India's post-Independence economy began making forays in the international markets. Since 1998, the GJEPC has been granted autonomous status. The GJEPC is the apex body of gems & jewellery industry and today represents 7000 exporters in the sector. With headquarters in Mumbai, GJEPC has Regional Offices in New Delhi, Kolkata, Chennai, Surat and Jaipur, all of which are major centres for the industry. It thus has a wide reach and is able to have a closer interaction with members to serve them in a direct and more meaningful manner. Over the past decades, GJEPC has emerged as one of the most active EPCs, and has continuously strived to both expand its reach and depth in its promotional activities as well as widen and increase services to its members.

### **About eBay:**

eBay Inc. is a global commerce leader that connects millions of buyers and sellers across 190 markets around the world. eBay's annual active buyer grew by 7%, for a total of 185 Million

global active buyers in Q4 2020. eBay marketplace boasts of \$100 Billion GMV (FY2020), \$10.3 Billion revenue (FY2020)

eBay in India is focused on driving cross border trade and providing Indian MSMEs and artisans a platform to expand their reach to global customers. The cross-border trade business has hundreds of thousands of sellers registered with over 16 million product listings. eBay is working towards building a robust ecosystem for Indian sellers and facilitating with the requisite skills and knowledge to undertake retail exports and provide them with an opportunity to expand their reach out to millions of buyers across the globe. To know about us, visit our Seller Center. Website: <https://sellglobal.ebay.in>