

ODOP items get a festive deal online

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Lucknow: The decorative ODOP (one district one product) items from Uttar Pradesh are gaining popularity on the e-commerce platforms.

While 1.60 lakh sellers from UP are already registered with Amazon India, the company has come up with a 50 per cent waiver offer on the referral fees for sellers who want to introduce their products on the platform for the first time.

Director, selling partner services at Amazon India, Amit Nanda said on Wednesday that during Diwali festival season increased opportunities will be on offer for the new sellers who get on board. The company has 14 lakh sellers registered on its platform in the country.

“There is a massive opportunity for entrepreneurs to grow their businesses online during the upcoming festival season. UP is a key market for us both from sellers and customers’ perspective. We are already in the process of scaling up our resources, offerings and coverage in the state,” said Nanda.

The company is operating two large fulfilment centres in UP which have a storage capacity of 15 lakh cubic feet (equivalent to 17 Olympic-size swimming pool), one sortation centre, 140 delivery stations along with 2,700 collaborated stores. Nanda said that ODOP products from UP are also being sold and marketed through the portal.