



INDIA UNDER A LENS

eBay Census Guide



### Introduction

The eBay India Census is the first of its kind property, designed to throw light on online buying and selling behavior amongst India. By analyzing eBay activity within the individual Indian states, union territories, and the Top 100 cities, eBay India has identified their top online buying and selling communities based on the number of transactions that have happened on the eBay India site over the year 2007. Interesting fun facts, unusual purchases and national and local trends come to light via the eBay Census.

eBay is a truly global community, but the most important community is the place where you live, laugh, work, and play. We've revealed the who, what, and where of eBay India transactions. From Jammu & Kashmir to Andaman & Nicobar to Nagaland to Daman & Diu, and from Cricket Balls to Bollywood Memorabilia to iPods – we covered it all!

### Methodology

Results were based on data analysis of all online buying & selling transactions beginning January 1, 2007, ending December 31, 2007.

### Who can use it?

Academicians, Students, Government, Industry, Online Shoppers, Internet users and pretty much anyone who would like to glean trends and understand what do Indians trade online.

*Read on, to put online Indians, truly under a lens.*



**eBay India Community ..... 01****Top eBay Cities**

Mumbai	03
Delhi	04
Hyderabad	05
Bangalore	06
Chennai	07
Kolkata	08
Ahmedabad	09
Pune	10
Faridabad	11
Jaipur	12

**eBay Community Fun Facts**

Maharashtra	13
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Tamil Nadu	16
Karnataka	17
Gujarat	18
West Bengal	19
Uttar Pradesh	20
Haryana	21
Rajasthan	22
Kerala	23
Punjab	24
Madhya Pradesh	25
Orissa	26
Jammu & Kashmir	27
Chandigarh	28
Goa	29
Assam	30
Bihar	31
Uttarakhand	32
Chhattisgarh	33
Himachal Pradesh	34
Puducherry	35
Jharkhand	36
Sikkim	37
Meghalaya	38
Arunachal Pradesh	39
Manipur	40
Tripura	41
Andaman & Nicobar	42
Mizoram	43
Dadra & Nagar Haveli	44
Daman & Diu	45
Nagaland	46

#### Top Ten Bought

1. USB Drives
2. Value Handsets
3. MP4 Players
4. USB MP3 Players
5. Diamonds
6. Indian Stamps
7. Chronograph Watches - Men
8. Indian Coin
9. Jewellery Sets
10. Diamond Rings

#### Top Ten Sold

1. Indian Stamps
2. USB Drives
3. Value Handsets
4. MP4 Players
5. USB MP3 Players
6. Magazines
7. Education & Textbooks
8. Chronograph Watches - Men
9. Indian Coins
10. Indian Stamps

#### India Fun Fact

If eBay were a store in India, it would have a buyer at the checkout counter every minute of the day, all year around.



India

#### eBay User Speak

"I was a student when I found eBay and started listing aroma products from my dad's business. I had limited resources but also had the need to prove myself and eBay gave me the right opportunity. Today I completely manage the retail and online sales of my dad's business. eBay India has helped me a lot in building up my self confidence."

**eBay id** – sugandhim, Nikunj Harlalka

More Fun Facts

Top Ten Cities

1. Mumbai
2. Delhi
3. Hyderabad
4. Bangalore
5. Chennai
6. Kolkata
7. Ahmedabad
8. Pune
9. Faridabad
10. Jaipur

Top Ten Communities

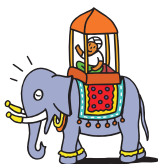
1. Maharashtra
2. Delhi
3. Andhra Pradesh
4. Tamil Nadu
5. Karnataka
6. Gujarat
7. West Bengal
8. Uttar Pradesh
9. Haryana
10. Rajasthan

Top Ten Wired States

1. Andhra Pradesh
2. Kerala
3. Maharashtra
4. Tamil Nadu
5. Karnataka
6. Gujarat
7. West Bengal
8. Uttar Pradesh
9. Punjab
10. Rajasthan



India



**eBay Community Rank: 1**

**State - Maharashtra**

### **Top Ten Bought**

1. Diamonds
2. Value Handsets
3. MP4 Players
4. USB MP3 Players
5. Indian Stamps
6. USB Drives
7. Diamond Rings
8. Indian, Hindi VCDs - Action & Adventure
9. Jewellery Sets
10. Blackberry Handsets

### **Top Ten Sold**

1. Diamonds
2. Value Handsets
3. USB MP3 Players
4. Indian Stamps
5. Jewellery Sets
6. USB Drives
7. Chronographs Wrist Watches - Men
8. Indian, Hindi VCDs - Action & Adventure
9. Jewellery Sets
10. Digital Cameras

### **Fun Fact**

Mumbaities explore their passion of collection on eBay, by buying maximum number of Collectible products ranging from Ancient Coins, Pre-Independence Stamps, African Notes, Art, Old Scripts, Medals etc.



**Mumbai**

### **eBay User Speak**

"I love trading with eBay sellers as they are honest and also genuine experts in the field of numismatics. Over the last few years I have added a lot of great products to my collection of Maratha Coins."  
**eBay id** – marathacoins78, Kiran Shelar

### **Top Ten Bought**

1. Indian Stamps
2. Diamonds
3. MP4 Players
4. Value Handsets
5. USB Drives
6. Diamond Rings
7. USB MP3 Players
8. Chronographs Wrist Watches - Men
9. Jewellery Sets
10. Blackberry Handsets

### **Top Ten Sold**

1. Indian Stamps
2. Education & Textbooks
3. Apparel - Women
4. FM Radios
5. USB Drives
6. Fiction
7. Rings
8. MP4 Players
9. Tops & T-Shirts - Women
10. Jewellery Sets

### **Fun Fact**

Delhi eBayers are amongst the most metrosexual across India, since Delhiites spend the maximum on Personal Care, Grooming and Fitness. The top favourites range from Hair Trimmers to Digital Weighing Scales to Men's Jewellery.



**Delhi**

### **eBay User Speak**

"Dealing with people from other locations is a challenging and rewarding experience. One of my favourite memories on eBay is selling a handicraft item to a lady from a remote village in Goa. What made the experience memorable was the effort it took to send the item to her, and the patience she showed in the whole process."

**eBay id** – indconcepts, Umang Midha

**eBay Community Rank: 3**

**State - Andhra Pradesh**

### **Top Ten Bought**

1. USB Drives
2. Value Handsets
3. Regional Movies - Telugu
4. USB MP3 Players
5. MP4 Players
6. Laptop Accessories
7. Indian, Hindi VCDs - Music Videos & Film Songs
8. Chronographs Wrist Watches - Men
9. Diamonds
10. Indian Coins

### **Top Ten Sold**

1. Magazines
2. Regional Movies - Telugu
3. PC Games - Action Games
4. Chronographs Wrist Watches - Men
5. Jewellery Sets
6. Bangles & Kada
7. USB Drives
8. Indian, Hindi VCDs - Action & Adventure
9. Inner Wear
10. Radio Control Games

### **Fun Fact**

Don't be surprised to see Hyderabad spending those lazy Sunday afternoons watching movies at home. Hyderabad emerged as the movie capital of India, having bought the maximum number of Movie VCDs and DVDs, ranging from Telegu Movies, Hindi Love Stories to International Comedy Movies.



**Hyderabad**

### **eBay User Speak**

"I like to collect precious stones, coins & stamps. I always encourage my children to browse and bid on eBay, as I believe it is a far better learning experience than watching television."

**eBay id** – milas2004\_in1, Faizal Menon



**eBay Community Rank: 4**

**State - Karnataka**

### **Top Ten Bought**

1. USB Drives
2. MP4 Players
3. USB MP3 Players
4. Value Handsets
5. Indian Stamps
6. Loose Diamonds
7. Indian Coins
8. Chronographs Wrist Watches - Men
9. Regional Movies - Telugu
10. Blackberry Handsets



**Bangalore**

### **Top Ten Sold**

1. Computer Components
2. Indian Coins
3. World Notes
4. USB Drives
5. College Bags
6. Home Theatre Systems
7. Operating Systems
8. Indian Stamps
9. World Stamps
10. Sarees

### **Fun Fact**

Bangalore loves its cars as they buy maximum Car Care products on eBay to ensure well maintained and polished looking cars.

### **eBay User Speak**

"I came across eBay in an advertisement and started with a few computer products. I was encouraged by the initial response and since then I have become a Powerseller on eBay. I have also met many buyers from Bangalore, and have made a good circle of friends with them."

**eBay id** – snrama, S Navaneethan Ramanujam

**eBay Community Rank: 5**

**State - Tamil Nadu**

### **Top Ten Bought**

1. MP4 Players
2. Indian Stamps
3. USB MP3 Players
4. USB Drives
5. Value Handsets
6. Chronographs Wrist Watches - Men
7. Loose Diamonds
8. Indian Coins
9. Jewellery Sets
10. FM Radios



**Chennai**

### **Top Ten Sold**

1. Chronographs Wrist Watches - Men
2. World Notes
3. Indian Coins
4. World Coins
5. Printed T-Shirts
6. Slogan T-Shirts
7. Jewellery Sets
8. Sports Wrist Watches - Men
9. Indian Stamps
10. Car Parts & Accessories

### **Fun Fact**

Carrying forward the tradition of the annual “Festival of Dolls”, Chennaiites interestingly sold the most Dolls across India.

### **eBay User Speak**

“My wife and I as a team started listing the stamps and slowly built up the business which gave me an income better than the last salary I received in the Government!”

**eBay id** – velgean39, Velgean Fernando

**eBay Community Rank: 6**

**State - West Bengal**

### **Top Ten Bought**

1. Loose Diamonds
2. Indian Stamps
3. USB Drives
4. MP4 Players
5. Value Handsets
6. USB MP3 Players
7. Massagers
8. Indian Coins
9. Rudraksha
10. MP3 Players



**Kolkata**

### **Top Ten Sold**

1. USB MP3 Players
2. Diamonds
3. World Notes
4. World Stamps
5. Indian Stamps
6. Indian Notes
7. USB Drives
8. World Coins
9. MP4 Players
10. Entertainment Memorabilia

### **Fun Fact**

The intelligentsia of Kolkata love to pamper themselves and this is reflected in them buying the most number of personal massagers across India.

### **eBay User Speak**

"I started on eBay while I was casually searching for some Blue Sapphires. I was astonished by the price and range and started buying. But I love eBay the most because of the personal relations I have formed with many eBay users."

**eBay id** – emailswarup, Swarup Dutta

### **Top Ten Bought**

1. USB Drives
2. Bangles & Kada
3. USB MP3 Players
4. Other Books
5. CDMA Phones
6. Nokia Handsets
7. Value Handsets
8. MP4 Players
9. Indian, Hindi VCDs - Action & Adventure
10. Regional Movies - Other Languages

### **Top Ten Sold**

1. Belts & Buckles
2. Magazines
3. Costume Jewellery
4. USB Drives
5. Salwar Suits
6. World Coins
7. Short Kurtis - Women
8. Entertainment Memorabilia
9. Lehenga Cholis
10. Sarees

### **Fun Fact**

Ahmedabadis are keen to drink of the fountain of youth as they bought the most hair colour across India.



**Ahmedabad**

### **eBay User Speak**

"To supplement my meager family income, I listed some coins on eBay and on the very first day I sold a coin for Rs. 200. I was so excited, because that was a huge amount for me back then. But today I sell coins worth 1.5 lakhs every month."

**eBay id** – traserworld, Vinod Chaudhary

**eBay Community Rank: 8**

**State - Maharashtra**

### **Top Ten Bought**

1. USB Drives
2. Indian, Hindi VCDs - Action & Adventure
3. MP4 Players
4. Value Handsets
5. Indian Coins
6. Loose Diamonds
7. USB MP3 Players
8. World Stamps
9. Laptop Accessories
10. World Coins

### **Top Ten Sold**

1. MP4 Players
2. Rudraksha
3. Value Handsets
4. Pendants
5. Malas
6. Collections
7. Universal MP3 Accessories
8. Rings
9. CDMA Phones
10. USB Drives

### **Fun Fact**

The emerging metro of Pune sells the most numbers of Rudrakshas and Shree Yantras across India.



**Pune**

### **eBay User Speak**

"I am a 79 year old man, and I hardly socialize, most of my time is spent in fiddling with my stamps. eBay auctions give me an opportunity to buy from all over the world. It has also helped me meet some very serious stamp collectors in India, with whom I regularly interact and trade."

**eBay id** – psharma, Pradeep Sharma

### **Top Ten Bought**

1. Formal Wear Shirts
2. Skirts & Trousers - Women
3. Jewellery Sets
4. Casual Wear Shirts
5. Bangles & Kada
6. Hand Tools
7. Jeans
8. Bracelets
9. Home Decor
10. Polos / Collar T Shirts

### **Top Ten Sold**

1. Formal Wear Shirts
2. Jewellery Sets
3. Skirts & Trousers - Women
4. Jeans
5. Casual Shirts
6. Bangles & Kada
7. Bracelets
8. Polos / Collar T Shirts
9. Formal Trousers - Men
10. Home Decor

### **Fun Fact**

One will find the most formally dressed eBayers in Faridabad as they bought the maximum number of Formal Wear across India.



**Faridabad**

### **eBay User Speak**

"When I look around and see others following their boss' orders, I feel proud that I am my own boss and am deciding how I earn my money - I simply love the independence."

**eBay id** – Jaipur\_fashions, Aastha Jain

**eBay Community Rank: 10**

**State - Rajasthan**

### **Top Ten Bought**

1. MP4 Players
2. Value Handsets
3. USB MP3 Players
4. USB Drives
5. Chronographs Wrist Watches - Men
6. Blackberry Handsets
7. O2 Handsets
8. Diamond Rings
9. Indian Coins
10. FM Radios



**Jaipur**

### **Top Ten Sold**

1. USB MP3 Players
2. Other MP3 Players
3. Pendants
4. Rings
5. Skirts & Trousers - Women
6. MP4 Players
7. Art
8. Earrings
9. Emerald
10. Ruby

### **Fun Fact**

Leveraging the cultural heritage Jaipur sold the most Ethnic Art, especially Gemstone Paintings across India.

### **eBay User Speak**

"I have always been thrilled about online business looking at its potential and the sheer excitement of operating a business over the internet. The internet is a treasure box and the best way to generate multiple sources of income and I believe that eBay is the best online business opportunity."

**eBay id** - onlineshopperstop, Jishnu Bhattacharya

**eBay Community Ranking: 1**

**Most Wired Locations: 232**

### Top eBay Cities

1. Mumbai
2. Pune
3. Ulhasnagar
4. Vasai
5. Nagpur

### Top Ten Bought

1. USB Drives
2. Value Handsets
3. MP4 Players
4. Diamonds
5. USB MP3 Players
6. Indian, Hindi VCDs - Action & Adventure
7. Indian Stamps
8. World Stamps
9. Indian Coins
10. Jewellery Sets

### Top Ten Sold

1. Diamonds
2. Value Handsets
3. MP4 Players
4. USB Drives
5. Indian Stamps
6. USB MP3 Players
7. Jewellery Sets
8. Chronographs Wrist Watches - Men
9. Indian, Hindi VCDs - Action & Adventure
10. Jewellery Sets

### State Fun Fact

Men in Maharashtra are the most romantic and wooed their women with most Diamond Rings across India.



**Maharashtra**

### eBay User Speak

"Most of my products are hard-to-find items in the Indian and international market as they involve a lot of expertise and technology. Ours is a small-scale manufacturing unit, and eBay has played a crucial role in allowing us to reach out to overseas customers."

**eBay id** – cosycom. Narinder Singh



## eBay Community Ranking: 2

### Most Wired Locations: 1

#### Top Ten Bought

1. Indian Stamps
2. Diamonds
3. MP4 Players
4. Value Handsets
5. USB Drives
6. Diamond Rings
7. USB MP3 Players
8. Chronographs Wrist Watches - Men
9. Blackberry Handsets
10. Jewellery Sets

#### Top Ten Sold

1. Indian Stamps
2. Education & Textbooks
3. Apparel - Women
4. FM Radios
5. USB Drives
6. Fiction
7. Rings
8. Tops & T-Shirts - Women
9. MP4 Players
10. Scarves & Stoles

#### State Fun Fact

Kids in Delhi are the most pampered with their parents buying the most baby product including Baby Furniture, Baby Clothes to Toys on eBay.



Delhi

#### eBay User Speak

"I have a hearing disability, which would have been a problem in a normal job. But on eBay, I can earn an income and make friends from across the globe."

**eBay id** - prem1010in, Prem Cheekoth

**eBay Community Ranking: 3**

**Most Wired Locations: 282**

### Top eBay Cities

1. Hyderabad
2. Visakhapatnam
3. Vijayawada
4. Rajahmundry
5. Tirupati

### Top Ten Bought

1. USB Drives
2. Value Handsets
3. USB MP3 Players
4. Regional Movies - Telugu
5. MP4 Players
6. Laptop Accessories
7. Chronographs Wrist Watches - Men
8. Diamonds
9. Indian, Hindi VCDs - Music Videos & Film Songs
10. Indian Coins

### Top Ten Sold

1. Magazines
2. Regional Movies - Telugu
3. Chronographs Wrist Watches - Men
4. Jewellery Sets
5. Bangles & Kada
6. USB Drives
7. Inner Wear – Men
8. Bridal Diamond Rings, Sets
9. Radio Control Games
10. Branded Wrist Watches - Women

### State Fun Fact

Andhra Pradesh is the most wired state in India with maximum number of towns buying and selling on eBay. It is no surprise that they also buy the maximum number of USB Drives to store and carry their data.

### eBay User Speak

"I am a student of MBA with a dream to become an entrepreneur. I started selling in eBay as an conduit to earn some extra cash but now it is a pretty serious business for me."

**eBay id** – krishnaIndia, Krishna



**Andhra Pradesh**

**eBay Community Ranking: 4**

**Most Wired Locations: 225**

### **Top eBay Cities**

1. Chennai
2. Coimbatore
3. Trichy
4. Madurai
5. Salem

### **Top Ten Bought**

1. MP4 Players
2. USB MP3 Players
3. USB Drives
4. Indian Stamps
5. Value Handsets
6. Diamonds
7. Chronographs Wrist Watches - Men
8. World Notes
9. Digital Cameras
10. Books

### **Top Ten Sold**

1. MP4 Players
2. USB MP3 Players
3. USB Drives
4. Indian Stamps
5. Value Handsets
6. Diamonds
7. Chronographs Wrist Watches - Men
8. World Notes
9. Digital Cameras
10. Salwar Suits

### **State Fun Fact**

The enthusiasm for car racing amongst Tamil Nadu eBayers extended beyond racing tracks to collection of die-cast models of their favourite cars.

### **eBay User Speak**

"I like to sell on eBay because it offers a good online business opportunity and the convenience to work from home while reaching out to global customers."

**eBay id** – realvalueshop, Venkatesh Bhuvarahamurthy



**Tamil Nadu**

**eBay Community Ranking: 5**

**Most Wired Locations: 195**

### **Top eBay Cities**

1. Bangalore
2. Mysore
3. Mangalore
4. Belgaum
5. Hubli

### **Top Ten Bought**

1. USB Drives
2. MP4 Players
3. USB MP3 Players
4. Value Handsets
5. Indian Stamps
6. Indian Coins
7. Diamonds
8. Chronographs Wrist Watches - Men
9. Regional Movies - Telugu
10. FM Radio

### **Top Ten Sold**

1. Computer Components
2. Indian Coins
3. World Notes
4. USB Drives
5. College Bags
6. Home Theatre Systems
7. Sarees
8. World Stamps
9. Pouches
10. Bar Accessories

### **State Fun Fact**

Karnataka loves its music and believes in sharing it. Karnataka eBayers sold the maximum number of musical instruments including brass trumpets, keyboards etc across India.

### **eBay User Speak**

"Selling on eBay is more fun rather doing business. I feel proud to sell on eBay, participating in various contests, communicating with eBay Community friends and lot more."

**eBay id** – skygiftworldwide, Mohib-uz-Zaman



**Karnataka**

**eBay Community Ranking: 6**

**Most Wired Locations: 171**

### Top eBay Cities

1. Ahmedabad
2. Surat
3. Rajkot
4. Vadodara
5. Gandhinagar

### Top Ten Bought

1. USB Drives
2. Short Kurtis - Women
3. MP4 Players
4. USB MP3 Players
5. Bangles & Kada
6. Value Handsets
7. Accessories
8. Books
9. CDMA Phones
10. Rudraksha

### Top Ten Sold

1. Belts & Buckles
2. Magazines
3. Costume Jewellery
4. Short Kurtis - Women
5. USB Drives
6. Sarees
7. Salwar Suits
8. MP4 Players
9. World Coins

### State Fun Fact

Going by Gujarat's knack for making good investments, the top three Collectibles to invest in are British India Coins & Stamps, Indian Post-Independence Stamps & Asian Coins.



**Gujarat**

### eBay User Speak

"I love eBay because it has helped so many people to rule their own destiny and made the power of entrepreneurship easily accessible to a common man. That is where eBay excels!"

**eBay id** – runalaila\_in1, Hitesh Kasat

**eBay Community Ranking: 7**

**Most Wired Locations: 140**

### Top eBay Cities

1. Kolkata
2. Asansol
3. Kalyani
4. Siliguri
5. Durgapur

### Top Ten Bought

1. Diamonds
2. Indian Stamps
3. USB Drives
4. MP4 Players
5. Value Handsets
6. USB MP3 Players
7. Massagers
8. Rudraksha
9. Indian Coins
10. Books

### Top Ten Sold

1. USB MP3 Players
2. Diamonds
3. World Notes
4. World Stamps
5. Indian Stamps
6. Indian Notes
7. USB Drives
8. World Coins
9. MP4 Players
10. Rings

### State Fun Fact

Stamps are considered a great source of information on a country and West Bengal invested the most in preserving them and bought the maximum number of Indian Stamps across India.

### eBay User Speak

"eBay has revolutionized the way I shop. The first thing I do before shopping is I check out the prices on eBay, as I believe that eBay is the most competitive market in the country. At the end of the day, you run the risk of being a shopaholic as you want to buy everything the site has to offer."

**eBay id** – ramachanderraja, Ramachander Raja



**West Bengal**

**eBay Community Ranking: 8**

**Most Wired Locations: 129**

### **Top eBay Cities**

1. Allahabad
2. Lucknow
3. Meerut
4. Kanpur
5. Ghaziabad

### **Top Ten Bought**

1. Diamonds
2. Value Handsets
3. USB Drives
4. USB MP3 Players
5. MP4 Players
6. Chronographs Wrist Watches - Men
7. Diamond Rings
8. Books
9. Blackberry Handsets
10. Digital Cameras

### **Top Ten Sold**

1. Indian Stamps
2. Art
3. Bangles & Kada
4. Entertainment Memorabilia
5. FDCs - India
6. Jewellery Sets
7. World Stamps
8. Salwar Suits
9. Indian Ethnic Wear
10. Handicrafts

### **State Fun Fact**

The master craftsmen from Uttar Pradesh are reaching out to larger avenues by selling the maximum number of handicraft products on eBay.

### **eBay User Speak**

"eBay is the finest business portal to do business, whether it is to buy or sell at most competitive rates from India and all over the world and that too sitting at one's home."

**eBay id** – 2006ecompoundarun, Arun Maheshwari



**Uttar Pradesh**

**eBay Community Ranking: 9**

**Most Wired Locations: 47**

### Top eBay Cities

1. Faridabad
2. Yamunanagar
3. Panchkula
4. Panipat
5. Ambala

### Top Ten Bought

1. Formal Wear Shirts
2. Skirts & Trousers - Women
3. Jewellery Sets
4. Casual Shirts
5. Bangles & Kada
6. Value Handsets
7. USB Drives
8. Chronographs Wrist Watches - Men
9. MP4 Players
10. Hand Tools

### Top Ten Sold

1. Formal Wear Shirts
2. Memory Sticks
3. Jewellery Sets
4. Skirts & Trousers - Women
5. Jeans
6. Casual Wear Shirts
7. Bangles & Kada
8. USB Drives
9. Bracelets
10. Polos / Collar T Shirts

### State Fun Fact

Haryana loves to look good! They not only bought but also sold maximum apparel across India.



**Haryana**

### eBay User Speak

"I had moved to Haryana from Delhi and was looking for avenues to grow, which was difficult to find in my small town. I discovered eBay and started growing my business and today I am a powerseller on eBay."

**eBay id** – devshoppe, Amit Uniyal



**eBay Community Ranking: 10**

**Most Wired Locations: 91**

### Top eBay Cities

1. Jaipur
2. Jodhpur
3. Ajmer
4. Kota
5. Udaipur

### Top Ten Bought

1. USB MP3 Players
2. Value Handsets
3. Indian Coins
4. Pendants
5. Jewellery Sets
6. Travel Luggage & Accessories
7. Bracelets
8. Sapphire
9. SonyEricsson Handsets
10. Laptops

### Top Ten Sold

1. USB MP3 Players
2. Indian Stamps
3. Pendants
4. Indian Coins
5. Rings
6. Skirts & Trousers - Women
7. MP4 Players
8. Art
9. Magazines
10. Earrings

### State Fun Fact

Rajasthan emerged as the home décor capital of India with their antique themed furniture in great demand across the country.



**Rajasthan**

### eBay User Speak

"I like selling on eBay because everything is quite systematic, easy and buyer friendly."

**eBay id** – hkagrawal, Kanchan Agarwal

**eBay Community Ranking: 11**

**Most Wired Locations: 240**

### Top eBay Cities

1. Thiruvananthapuram
2. Cochin
3. Thrissur
4. Kozhikode
5. Kollam

### Top Ten Bought

1. Indian Stamps
2. USB Drives
3. USB MP3 Players
4. MP4 Players
5. Chronograph Wrist Watches - Men
6. Value Handsets
7. World Stamps
8. Hair Removal Products
9. Car Parts & Accessories
10. Diamonds

### Top Ten Sold

1. Indian Stamps
2. FDCs - India
3. School Bags
4. Non-Fiction
5. Topaz
6. Telephones
7. Caps & Hats
8. Mini HiFi Systems
9. Laptops
10. Computer Components

### State Fun Fact

Kerala is the entrepreneurship capital of India with residents from maximum number of cities selling on eBay.



**Kerala**

### eBay User Speak

"I started as a buyer on eBay to collect information, and later got an eBay Shop to showcase my collection and thereafter met buyers and sellers who shared my interest. The best thing is what you can't find anywhere else, you can find on eBay."

**eBay id** – amitava123gems, Amitava Raha

**eBay Community Ranking: 12**

**Most Wired Locations: 106**

### Top eBay Cities

1. Jalandhar
2. Amritsar
3. Ludhiana
4. Khanna
5. Patiala

### Top Ten Bought

1. Value Handsets
2. Diamonds
3. USB MP3 Players
4. Chronographs Wrist Watches - Men
5. Home Decor
6. Indian Stamps
7. Rings
8. FM Radios
9. Blackberry Handsets
10. Sunglasses & Goggles

### Top Ten Sold

1. Indian Stamps
2. Mobile Accessories
3. Cricket Bats
4. USB Drives
5. Sapphire
6. Tattoos & Bindis
7. GPS Navigators
8. Emerald
9. Greeting Cards
10. Mobile Signal Boosters

### State Fun Fact

The sporty state of Punjab sold the maximum sporting goods including Cricket balls and Chess equipment.



**Punjab**

### eBay User Speak

"eBay is one platform which gives whopping business boost to first time entrepreneur and established businesses alike. This is the only platform which is most easy, reliable, affordable and trust worthy both for buyers and sellers."

**eBay id** – targetindiaonline, Sandeep Sharma

**eBay Community Ranking: 13**

**Most Wired Locations: 86**

### **Top eBay Cities**

1. Indore
2. Bhopal
3. Gwalior
4. Jabalpur
5. Sagar

### **Top Ten Bought**

1. USB Drives
2. Internal Hard Drives
3. Value Handsets
4. Laptop Bags
5. USB MP3 Players
6. Diamonds
7. MP4 Players
8. Wallets – Men
9. Tops & T-Shirts - Women
10. Rudraksha

### **Top Ten Sold**

1. Blackberry Handsets
2. USB Drives
3. O2 Handsets
4. Samsung Handsets
5. Rings
6. Internal Hard Drives
7. Pendants
8. Diamonds
9. Laptop Accessories
10. Indian Stamps

### **State Fun Fact**

More people in Madhya Pradesh bought Laptop Bags than any other part of the country.

### **eBay User Speak**

"My first deal on eBay India were business planners which I got at a great deal. Ever since then, I am an ardent buyer on eBay India. There has never been a single day that I missed logging onto eBay."

**eBay id** – ashoknadkarni, Ashok Nadkarni



**Madhya Pradesh**

**eBay Community Ranking: 14**

**Most Wired Locations: 83**

### Top eBay Cities

1. Bhubaneswar
2. Baleshwar
3. Rourkela
4. Cuttack
5. Sambalpur

### Top Ten Bought

1. Indian Stamps
2. USB Drives
3. Value Handsets
4. MP4 Players
5. FDCs - India
6. Laptop Accessories
7. Rudraksha
8. Fiction
9. Emerald
10. SonyEricsson Handsets

### Top Ten Sold

1. Magazines
2. Fiction
3. Collections
4. Laptops
5. Home Furnishings
6. Furniture
7. Wallets & Purses - Women
8. Lingerie & Sleepwear
9. Children Books
10. Art

### State Fun Fact

Orissa sold more Women's Handkerchiefs than any other part of India.



**Orissa**

### eBay User Speak

"eBay India is a unique concept. 30 years ago who ever dreamt that furniture could be sold online? Today most of my business comes from online sales and I have sold furniture not only to India but multiple international countries as well."

**eBay id** – induscraft7, Mukesh Jain

**eBay Community Ranking: 15**

**Most Wired Locations: 28**

### **Top eBay Cities**

1. Jammu
2. Srinagar
3. Anantnag
4. Leh
5. Udhampur

### **Top Ten Bought**

1. Value Handsets
2. USB Drives
3. Motorola Handsets
4. USB MP3 Players
5. Chronographs Wrist Watches - Men
6. Blackberry Handsets
7. O2 Handsets
8. Laptops
9. Jewellery Sets
10. Car Parts & Accessories

### **Top Ten Sold**

1. Education & Textbooks
2. Home Furnishings
3. Tops & T-Shirts - Women
4. Scarves & Stoles
5. Salwar Suits
6. Wallets & Purses - Women
7. Home Decor
8. Sarees
9. Winter Wear - Women
10. Personalised Gifts

### **State Fun Fact**

Jammu & Kashmir emerged as top seller of Rugs and Carpets, with their beautiful rugs decorating the homes of many buyers.



**Jammu & Kashmir**

### **eBay User Speak**

"eBay gave us an opportunity to expand from our offline business to online opportunities, reach to buyers beyond our city and country. We spend at least 14 hours a day managing our activities on eBay India; our business has grown to that extent!"

**eBay user id** – khannajewels, Ambesh & Reena Khanna

### **Top Ten Bought**

1. MP4 Players
2. Diamonds
3. World Stamps
4. Men's Belts & Buckles
5. Value Handsets
6. Greeting Cards
7. Roundneck T-Shirts
8. Indian Stamps
9. Rollers, Curlers
10. Neckwear, Ties

### **Top Ten Sold**

1. Indian Coins
2. Education & Textbooks
3. Indian Stamps
4. Home Security Systems
5. PC Tools & Accessories
6. Internet & Services
7. Indian Notes
8. Networking Equipment
9. World Coins
10. Home Audio Cables & Accessories

### **State Fun Fact**

The typical Chandigarh resident is the most well dressed eBayer as they collect the maximum Ties.



**Chandigarh**

### **eBay User Speak**

"I bought a branded shirt on eBay and I actually saved money and got a cool pair of sunglasses as a free gift! My mantra is 'Check eBay first for branded stuff .'"

**eBay id** – creative\_pursuits, Mala Iyer

**eBay Community Ranking: 17**

**Most Wired Locations: 60**

### **Top eBay Cities**

1. Panjim
2. Madgaon
3. Mapusa
4. Ponda
5. Calangute

### **Top Ten Bought**

1. Diamonds
2. MP4 Players
3. Value Handsets
4. USB Drives
5. USB MP3 Players
6. Keychains
7. Indian Coins
8. Sarees
9. World Stamps
10. Jewellery Sets

### **Top Ten Sold**

1. Sarees
2. USB Drives
3. Salwar Suits
4. USB MP3 Players
5. MP4 Players
6. Polos / Collar T Shirts
7. Nokia N Series
8. O2 Handsets
9. Vacation Packages
10. Indian Notes

### **State Fun Fact**

The tourist paradise, Goa sold the most vacation packages across India.



**Goa**

### **eBay User Speak**

"My funniest experience on eBay was when a buyer from Karur (Tamil Nadu) complained to me that an expensive FM radio that I had sold to him was not working. When the replacement also failed to work, the buyer realised that it was because there was no radio station in Karur. We both split our sides laughing at it."

**eBay id** – mtated\_in1, Mahendra Tated



**eBay Community Ranking: 18**

**Most Wired Locations: 54**

### **Top eBay Cities**

1. Guwahati
2. Dibrugarh
3. Jorhat
4. Silchar
5. Tinsukia

### **Top Ten Bought**

1. Indian Coins
2. Value Handsets
3. Indian Notes
4. Diamonds
5. USB MP3 Players
6. MP4 Players
7. USB Drives
8. Apple iPod Accessories
9. Fiction
10. FM Radios

### **Top Ten Sold**

1. Apple iPod
2. USB Drives
3. Samsung Handsets
4. USB MP3 Players
5. PC Tools & Accessories
6. MP4 Players
7. World Notes
8. Memory Cards
9. Laptops
10. Camcorders

### **State Fun Fact**

Assam is the Collectible Hub of the North East with a large proportion of Coins & Stamp purchases.



**Assam**

### **eBay User Speak**

"I love eBay as it changed my life from college student to now a Power Seller of electronic items."

**eBay id** – rrelectro, Rajesh Patel

**eBay Community Ranking: 19**

**Most Wired Locations: 51**

### Top eBay Cities

1. Patna
2. Muzaffarpur
3. Bhagalpur
4. Begusarai
5. Gaya

### Top Ten Bought

1. Pendants
2. Necklaces, Chokers & Malas
3. USB Drives
4. USB MP3 Players
5. Diamonds
6. Value Handsets
7. Chronographs Wrist Watches - Men
8. Rings
9. Bangles & Kada
10. Emerald

### Top Ten Sold

1. Entertainment Memorabilia
2. USB Drives
3. Indian Coins
4. Magazines
5. Computers & Internet Books
6. Laptops
7. Nokia N Series
8. MP4 Players
9. Education & Textbooks
10. Indian Notes

### State Fun Fact

India is a country of movie buffs but Bihar saves its entertainment memorabilia like posters, press booklets etc and is the second most savvy when it comes to selling them.

### eBay User Speak

"I bought a my cordless key board and mouse on eBay and the product quality was good, it was delivered to me in time and till date has not service is required. Over all excellent experience!"

**eBay id** – ksmtlaw, Kripa Shankar Mani Tripathi



**Bihar**

**eBay Community Ranking: 20**

**Most Wired Locations: 43**

### Top eBay Cities

1. Dehradun
2. Haridwar
3. Rishikesh
4. Roorkee
5. Haldwani

### Top Ten Bought

1. Handicraft
2. USB Drives
3. USB MP3 Players
4. Chronographs Wrist Watches - Men
5. MP4 Players
6. Value Handsets
7. More Mobile Accessories
8. Jewellery Sets
9. Binoculars & Telescope
10. Blank Media

### Top Ten Sold

1. Lamps, Lightings & Fans
2. LED Displays & Signs
3. Camping & Adventure Sports
4. Rudraksha
5. Housekeeping & Cleaning
6. Indian Coins
7. Office & Industrial Equipment
8. Apple iPod
9. Nokia N Series
10. Desk, Table Watches

### State Fun Fact

Uttarakhand, the adventure sports capital of the country, sold the most tents and camping equipment and bought the most binoculars across India.



**Uttarakhand**

### eBay User Speak

"At the age of just 21, I became the sole earner of my family. eBay truly helped me conquer my dreams and gave me the best possible online business experience. I am completely addicted to eBay as I am online on eBay for nearly 12-15 Hours checking for new orders."

**eBay id** –harshcorp05, Harsh Tanna

**eBay Community Ranking: 21**

**Most Wired Locations: 27**

### **Top eBay Cities**

1. Raipur
2. Bilaspur
3. Bhilai
4. Durg
5. Raigarh

### **Top Ten Bought**

1. Value Handsets
2. Indian Notes
3. Laptop Accessories
4. USB Drives
5. USB MP3 Players
6. DVD Writers
7. Magazines
8. Apple iPod Accessories
9. Jewellery Sets
10. World Notes

### **Top Ten Sold**

1. Blackberry Handsets
2. Nokia N Series
3. Pendants
4. O2 Handsets
5. Networking Equipment
6. Input Devices
7. SonyEricsson Handsets
8. Memory Card Readers
9. Film Cameras
10. Apple iPod

### **State Fun Fact**

Chhattisgarh shows remarkable similarity to its erstwhile mother state Madhya Pradesh as top buys for the youths in both states include Jewellery, Mobiles & Accessories, Computers & Peripherals.

### **eBay User Speak**

"As a website, eBay India is easy to use. I just put in a search for the item that I am looking for and 95% of the time I get exactly what I am looking for."

**eBay id** – yamini\_rajani2001, Yamini Nagarajan



**Chhattisgarh**

**eBay Community Ranking: 22**

**Most Wired Locations: 46**

### Top eBay Cities

1. Shimla
2. Solan
3. Kangra
4. Dharamshala
5. Mandi

### Top Ten Bought

1. USB Drives
2. MP4 Players
3. Value Handsets
4. USB MP3 Players
5. Chronographs Wrist Watches - Men
6. Loose Diamonds
7. Rings
8. Branded Wrist Watches - Women
9. Laptops
10. Parts & Accessories

### Top Ten Sold

1. Books
2. Laptops
3. Mobiles Datacables
4. Video Cards
5. Computer Components
6. TV Tuner Cards
7. Laptop Accessories
8. Apple iPod
9. Motorola Handsets
10. Nokia Ngage

### State Fun Fact

The popular hill stations of Himachal Pradesh are also the most frequent users of eBay.



**Himachal Pradesh**

### eBay User Speak

"Buying gifts is always a difficult and sometimes expensive affair. But eBay made it so simple. I found a brand new Peter England shirt with a free tie on offer. What a deal! I couldn't have found a more affordable gift elsewhere!"

**eBay id** – mgnunnithan, MGN Unnithan

**eBay Community Ranking: 23**

**Most Wired Locations: 1**

### **Top Ten Bought**

1. MP4 Players
2. Value Handsets
3. USB Drives
4. Indian Coins
5. Chronographs Wrist Watches - Men
6. Home Decor
7. Digital Cameras
8. Salwar Suits
9. Playstation Portable
10. Jewellery Sets

### **Top Ten Sold**

1. Computer Components
2. Multimedia Speakers
3. Running Shoes
4. USB MP3 Players
5. Earrings
6. Rudraksha
7. i-mate Handsets
8. Sapphire
9. Roundneck T-Shirts
10. Mobiles Cases, Pouches

### **State Fun Fact**

The Colonial french heritage is still felt at Puducherry, with a demand for stately mirrors and other antique wall décor.



**Puducherry**

### **eBay User Speak**

"I can only say that eBay is the best and has helped us get the best out of us by providing a fantastic platform to sell and do business on."

**eBay id** – digi\_cam\_store, Ronak Patel

**eBay Community Ranking: 24**

**Most Wired Locations: 14**

### Top eBay Cities

1. Ranchi
2. Jamshedpur
3. Dhanbad
4. Chas
5. Bokaro

### Top Ten Bought

1. Zippo Lighters
2. Indian, Hindi VCDs - New & Pre Order
3. Computer Components
4. FM Radios
5. Pendants
6. Rings
7. Motorola Handsets
8. Indian, Hindi VCDs - Comedy

### Top Ten Sold

1. Necklaces, Chokers & Malas
2. Housekeeping & Cleaning
3. MP4 Players
4. Ruby
5. Pendants
6. Topaz
7. Education & Textbooks
8. Skirts & Trousers - Women
9. Laptops
10. World Coins

### State Fun Fact

Jharkhand is one of the five states in India whose top selling products are Jewellery items.



**Jharkhand**

### eBay User Speak

"I love to sell on eBay as this is my part time business. I am into apparel manufacturing and retailing and consistent profits and great eBay buyers encourage me to keep coming back on eBay."

**eBay id** – 9-2-9-deals, Chirag Maru

**eBay Community Ranking: 25**

**Most Wired Locations: 13**

### Top eBay Cities

1. Gangtok
2. Singtam
3. Rangpo
4. Namchi
5. Gyalshing

### Top Ten Bought

1. USB Drives
2. Non-Fiction Books
3. Baby Products
4. Value Handsets
5. MP4 Players
6. Lamps, Lightings & Fans
7. Jewellery Sets
8. Car Parts & Accessories
9. Radio Control Games
10. Furniture

### Top Ten Sold

1. USB Drives
2. Internet & Services
3. Head Phones, Head Sets
4. MP4 Players
5. Nokia Handsets
6. Mobiles Memory Cards
7. Camera Lenses
8. Web Related
9. Jewellery Sets
10. Pendants

### State Fun Fact

Sikkim got in touch with its philosophical side as most of the books bought by it were in the sphere of Philosophy and Religion.



**Sikkim**

### eBay User Speak

"I needed a good pair of speakers, and found them right here on eBay. The deal was really worth it. Not only do the speakers work great, they came with free shipping!"

**eBay id** - vinod\_kaushal, Vinod Kaushal



### Top eBay Cities

1. Shillong
2. Tura
3. Jowai
4. Burnihat
5. Bagmara

### Top Ten Bought

1. Indian, Hindi DVDs - New & Pre Order
2. USB Drives
3. USB MP3 Players
4. Hand Tools
5. Mobiles Databables
6. O2 Handsets
7. Lamps, Lightings & Fans
8. Batteries & Chargers
9. Swiss & Camping Knives
10. Home Security Systems

### Top Ten Sold

1. Nokia Handsets
2. Musical Instruments - Drums & Percussion
3. TV Tuner Cards
4. Car Electronics
5. Home Theatre Systems
6. Computer Components
7. Lamps, Lightings & Fans
8. Batteries & Chargers
9. Swiss & Camping Knives

### State Fun Fact

Meghalaya has eBayers across India swinging to their tunes by selling the most Drums.



**Meghalaya**

### eBay User Speak

"I have bought around 40 items so far on eBay and don't find a single good reason to buy in a normal shop. To buy one product I have to go hunting to 10 different shops to compare prices and yet I cannot get a good deal. On eBay India, I can look for all that I want all under one roof".

**eBay id** – aaronnore, Aaron Noronha

**eBay Community Ranking: 27**

**Most Wired Locations: 19**

### **Top eBay Cities**

1. Itanagar
2. Naharlagun
3. Papumpare
4. Ziro
5. Tezu

### **Top Ten Bought**

1. Nokia Ngage
2. Value Handsets
3. Hindi Music CDs - Other Hindi CDs
4. SonyEricsson Handsets
5. MP4 Players
6. Computer Components
7. Mobile Memory Cards
8. Loose Emerald
9. Laptops
10. Cookware, Ovenware

### **Top Ten Sold**

1. Nokia Handsets
2. Motorola Handsets

### **State Fun Fact**

Housewives in Arunachal Pradesh logged on to eBay to buy the latest kitchen gadgets.



**Arunachal Pradesh**

### **eBay User Speak**

“What encourages me to keep on coming back to eBay is the simplicity with which one can sell anything on eBay. You dont have to be a techie to list items. I think eBay has provided a platform to a common man to explore his entrepreneurial skills with nothing to loose.”

**eBay id** – juspreet, Jaspreet

**eBay Community Ranking: 28**

**Most Wired Locations: 7**

### Top eBay Cities

1. Imphal
2. Lamka
3. Nambol
4. Thoubal
5. Chendel

### Top Ten Bought

1. Value Handsets
2. USB MP3 Players
3. MP4 Players
4. Laptops
5. i-mate Handsets
6. Multi-functional Wrist Watches - Men
7. Hindi VCD- Romance
8. Innerwear
9. Vacuum Cleaners
10. Short Kurtas - Men

### Top Ten Sold

1. Value Handsets
2. Nokia N Series
3. TVs & Accessories
4. Monitors
5. Novelty Wrist Watches - Men
6. Collections
7. Laptops
8. Desktop PCs

### State Fun Fact

Men in Manipur believe that less is more and buy a lot of multifunctional watches that include watches with calculators, MP3 players, magnetic navigation etc.



**Manipur**

### eBay User Speak

"I don't like to rush through my shopping, and the traffic and pollution are added shopping disincentives. eBay gives me a better shopping experience with a wide range of sellers, wide varieties of items falling under different categories and sub categories. It helps me to find out exactly what I need."

**eBay id** – vandana\_kaul, Vandana Kaul

**eBay Community Ranking: 29**

**Most Wired Locations: 10**

### **Top eBay Cities**

1. Agartala
2. Beloniya
3. Kailashahar
4. Kumarghat
5. Barjala

### **Top Ten Bought**

1. Cat's Eye
2. Mobiles Datacables
3. Nokia N Series
4. Infrared, Bluetooth Devices
5. Motorola Handsets
6. USB MP3 Players
7. Tops & T-Shirts - Women
8. Value Handsets
9. Diamonds Rings
10. Bangles & Kada

### **Top Ten Sold**

1. SonyEricsson Handsets
2. World Stamps

### **State Fun Fact**

Cat's Eye, normally worn to bring good luck is the top choice of stone amongst Tripura residents.



**Tripura**

### **eBay User Speak**

"Building up my business on eBay India has been a great experience. I have learnt and upgraded my skills in customer care, time management, team work and growing my business."

**eBay id** – smart.in, Faizal Rani

**eBay Community Ranking: 30**

**Most Wired Locations: 8**

### Top eBay Cities

1. Port Blair
2. Mayabunder
3. Aberdeen Bazzar
4. Ranghat
5. North Andaman

### Top Ten Bought

1. USB Drives
2. Value Handsets
3. School Bags
4. USB MP3 Players
5. Digital Cameras
6. Education & Textbooks
7. Chronographs Wrist Watches - Men
8. Nokia Handsets
9. Sewing
10. Pendants

### Top Ten Sold

1. Other Nokia Models
2. USB Drives
3. SonyEricsson Handsets

### State Fun Fact

The island state of Andaman & Nicobar bought more than its larger counterpart like Jharkhand.



**Andaman & Nicobar**

### eBay User Speak

"I am an astrologer by profession and try to provide my clients with great gemstones to wear. I have found eBay as a reliable partner to buy the best gemstones at most reasonable prices."

**eBay id** – neelsam, Neelam Mukerjee

**eBay Community Ranking: 31**

**Most Wired Locations: 6**

### **Top eBay Cities**

1. Aizwal
2. Champhai
3. Kolasib
4. Thingsulthliah
5. Lunglei

### **Top Ten Bought**

1. Value Handsets
2. USB Drives
3. Lingerie & Sleepwear
4. Diecast, Toy Vehicles
5. SonyEricsson Handsets
6. Video Cards
7. Input Devices
8. Radio Control Games
9. Jackets - Men
10. Power Tools

### **Top Ten Sold**

1. Nokia Ngage
2. Motorola Handsets
3. Playstation Portable

### **State Fun Fact**

Boy's Toys like Radio Controlled Games, Playstation, Die Cast Toys are the top choice amongst the game-loving youth of Mizoram.



**Mizoram**

### **eBay User Speak**

"I started selling on eBay when no one at my home believed that I will ever sell anything on eBay. I struggled for some time, but soon, the business took off and I started selling to India and many other countries. Today my family elders manage the eBay business."

**eBay id** – gangavathieexports1, Vinayaka Pawate

**eBay Community Ranking: 32**

**Most Wired Locations: 2**

### **Top Ten Bought**

1. MP4 Players
2. Bangles & Kada
3. Formal Wear Shirts
4. Electronic Toys
5. Apple iPod Accessories
6. Camera Bags & Cases
7. Bath Robes
8. Computer Components
9. Manual Food Processors
10. Jewellery Sets

### **Top Ten Sold**

1. SonyEricsson Handsets

### **State Fun Fact**

The favorite mobile phones for residents of Dadra & Nagar Haveli are PDAs and smart phones.



**Dadra  
&  
Nagar Haveli**

### **eBay User Speak**

"Buying on eBay is so much fun. I could log on when ever I want, search for a product, compare prices, use my credit card for making payments and then relax. In a few days, I get whatever I want delivered to my doorstep. eBay India is a boon for busy people like me."

**eBay id** – ptaneja\_in1, Punit Taneja

**eBay Community Ranking: 33**

**Most Wired Locations: 2**

### **Top Ten Bought**

1. Mobiles Datacables
2. Formal Wear Shirts

### **Top Ten Sold**

1. Blackberry Handsets
2. Philips Handsets

### **State Fun Fact**

The Union Territory of Daman & Diu sold more products on eBay than they bought.



**Daman & Diu**

### **eBay User Speak**

"My personal experience with eBay India proves that it is a very useful and safe way of shopping online. I have bought many items, ranging from data cable, a clock for my office, a cordless phone, tool kit for home etc and have loved my experience."

**eBay id** – jha.nishant, Nishant Jha



**eBay Community Ranking: 34**

**Most Wired Locations: 2**

### **Top eBay Cities**

1. Dimapur
2. Konam

### **Top Ten Bought**

1. Sunglasses & Goggles
2. SonyEricsson Handsets

### **Top Ten Sold**

1. Nokia N Series

### **State Fun Fact**

Youth of Nagaland beat the sun with their top buy of Sun Glasses.



**Nagaland**

### **eBay User Speak**

"I started with browsing on eBay and found it to be very simple. Now, I shop for almost everything on eBay India like kitchen appliances for my hotel to world currency for my collection."

**eBay id** – shafiknagi, Shafique Nagi

## About eBay

Founded in September 1995, eBay (Nasdaq: EBAY) is The World's Online Marketplace for the sale of goods and services by a diverse community of individuals and businesses. Today, the eBay community includes more than 85.7 million active users worldwide and a global presence in 39 markets, including the U.S. eBay provides an international platform where practically anyone can trade practically anything. At any given time, there are approximately 112.3 million listings worldwide, and approximately 7.1 million listings are added per day. eBay users trade in more than 50,000 categories.

## About eBay India

eBay India (formerly Baazee.com) is India's leading online marketplace. It is a unique and exciting marketplace with the largest person-to-person trading community in the country that offers the best consumer experience in an environment driven by high performance, constant innovation, teamwork and entrepreneurial opportunity.

eBay India, India's leading online marketplace, is a 100% subsidiary of eBay, The World's Online Marketplace. eBay India (formerly Baazee.com) was launched in India in 2000 & it has become one of India's leading online shopping destinations. eBay India is a trading platform offering auctions, fixed price and classifieds modes of person-to-person trading.

## eBay India Community

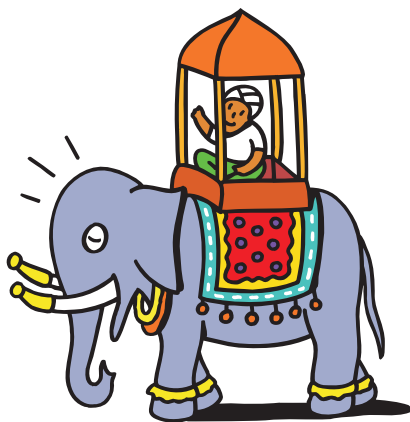
eBay India has an over 2 million strong community from across 670 cities in India. Users from cities as diverse as Agartala to Ziro buy and sell on the site. At any given time, there are over 100,000 live listings across 2000 categories including technology, lifestyle, collectibles and media. Approximately 12,800 sellers use eBay India as a primary or secondary source of income. (Source: AC Nielsen International Research, June 2006)

### On an average day on eBay India:

- A piece of jewellery sells every 6 minutes
- A piece of apparel sells every 11 minutes
- A coin or note sells every 12 minutes
- A stamp sells every 14 minutes
- A storage device or drive sells every 14 minutes
- A mobile handset sells every 16 minutes
- A book sells every 26 minutes
- A watch sells every 32 minutes
- A health or beauty product sells every 34 minutes
- AMP3 player sells every 38 minutes
- A piece of home décor sells every 44 minutes
- A movie sells every 44 minutes
- A digital camera sells every 46 minutes
- A toy sells every 59 minutes



[www.ebay.in](http://www.ebay.in)



ebay.in

