







# FOREWORD



## Women Shoppers

eCommerce is fast becoming a way of life for online Indians. Besides travel bookings, online bill payments and movie ticketing, online shopping has also found favour with many savvy Indians internet users buying gadgets, lifestyle products, books and even collectibles online. An even larger number use the internet to comparison shop & research their purchases before they buy in a brick and mortar store.



## Import Buying

eBay has pioneered online shopping in the country & continues to set benchmarks of cutting edge innovation whether it be on trust, onsite experience, marketing initiatives or customer satisfaction. We actively evangelise the benefits of eCommerce to buyers, sellers, government, brands & industry bodies & eBay India Census is a key initiative on the annual agenda. The eBay Census Guide, now in its fourth year, is an annual eCommerce report that captures what Indians are shopping for online across domestic trade as well as imports & exports.

Five key trends that come into play over 2011 & beyond influence the eCommerce purchases captured in eBay Census



## Rural India & Bharat

**Women Shoppers:** Women are becoming increasingly active in shopping online and this is leading to a change in the product mix with lifestyle categories becoming prominent.

**Import Buying:** Savvy online shoppers are buying the hippest fashion & hottest gadgets from eBay sellers across the globe.

**Rural India & Bharat:** Rural & Bharat (Tier 2 and Tier 3 Cities) are now firmly on the eCommerce map & the key driver is access to products not available in their city or town.



## Mobile Commerce

**Mobile Commerce:** With the growing penetration of mobile internet & 3G networks, consumers are now accessing the web on their mobile devices & the smart phone is the new online store for consumers to browse, compare & buy leading to shopping on the go, anytime, anywhere.



## Entrepreneurship

**Entrepreneurship:** The Indian seller is very entrepreneurial & does not just trade with consumers across the country but also exports a variety of hand crafted goods to global buyers across the world.

Shopping online provides the Indian Consumer with great value, unmatched selection and an easy & convenient shopping experience, which is being increasingly appreciated by the savvy shopper. Read on to uncover these key eCommerce trends seen across Indian cities & states.

Happy Shopping & Discovering!

Muralikrishnan B  
Country Manager  
eBay India

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About eBay

# KEY FINDINGS

## CENSUS BY NUMBERS

3311

eCommerce Hubs



1267

Rural Hubs



391

Export Hubs



2217

Import Hubs



189

Global Buyer Countries



120

Global Seller Countries



### Top 10 Traded

- 1 Cell Phones
- 2 Wrist Watches
- 3 Solitaire Pendants
- 4 India Commonwealth Stamps
- 5 Republic of India Currency Notes
- 6 DVDs
- 7 8 GB Pen Drives
- 8 Homeopathic Remedies
- 9 Headphone with Mic
- 10 PC Video Games



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### Top 10 Exported

- 1 Solitaire Pendants
- 2 Wrist Watches
- 3 DVD, HD DVD & Blu Ray
- 4 India Commonwealth Stamps
- 5 Natural & Homeopathic Remedies
- 6 PC Games
- 7 Sarees
- 8 Lampwork
- 9 Crystal & Mineral Specimens
- 10 Belly Dancing Apparel



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### Top 10 Imported

- 1 Cell Phones
- 2 India Commonwealth Stamps
- 3 Wrist Watches
- 4 Natural Diamonds
- 5 Sunglasses
- 6 Blu Ray DVDs
- 7 Men's Shoes
- 8 Netbooks
- 9 Digital Cameras
- 10 Laptop Batteries



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Electronics



Lifestyle



Collectibles



Media

# KEY FINDINGS

## CENSUS BY NUMBERS



### Top 10 eCommerce Hubs

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

### Top 10 States

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

### Top 10 Countries

- 1 US
- 2 UK
- 3 Australia
- 4 China
- 5 Canada
- 6 Germany
- 7 France
- 8 Hong Kong
- 9 Italy
- 10 Spain

### Top 10 Brands

- 1 Sony
- 2 Nokia
- 3 Samsung
- 4 Apple
- 5 Reebok
- 6 Seagate
- 7 Casio
- 8 Micromax
- 9 LG
- 10 Canon

**eBay Census**



# Top Ten Cities





Delhi's studs flaunt their hot bods, buying the most body art in India



2010 Rank | Change | 2011 Rank  
1 | ↔ | 1

RANK

01

NOKIA

RANK

02

APPLE

RANK

03

SAMSUNG

RANK

04

CASIO

RANK

05

REEBOK

## Domestic Top 5 Sold

- 1 Dual Sim Phones
- 2 Home Theatre Accessories
- 3 Salwar Suits & Kurtis
- 4 Earphones
- 5 Tool Kits

## Top 5 Exported

- 1 Belly Dancing Gear
- 2 Natural Emeralds
- 3 Auto Mouldings
- 4 Non-Fiction Books
- 5 Women's Trousers

## Domestic Top 5 Bought

- 1 Kurtis
- 2 4 GB Pen Drives
- 3 Digital Photo Frames
- 4 Bath & Shower Products
- 5 Anti Virus Software

## Top 5 Imported

- 1 Smart Phones
- 2 Indian Commonwealth Stamps
- 3 Designer Wrist Watches
- 4 Headsets
- 5 Men's Shoes



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Mumbai chickas rightfully bag their glamour quotient, snagging the most handbags in the country



RANK

01

NOKIA

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02

APPLE

RANK

03

SAMSUNG

RANK

04

SEAGATE

RANK

05

CASIO

2010 Rank | Change | 2011 Rank  
2 ← → 2


### Domestic Top 5 Sold

- 1 Bath and Shower Products
- 2 Headphones
- 3 Phone Cases
- 4 500 GB Pen Drives
- 5 Natural Diamonds

### Top 5 Exported

- 1 Rubies
- 2 Auto Mouldings
- 3 Homeopathic Remedies
- 4 Bollywood Movies
- 5 Women's Fragrances

### Domestic Top 5 Bought

- 1 Republic of India Coins
- 2 Memory Card Readers
- 3 Bluetooth Headsets
- 4 Chronograph Watches
- 5 White Gold Diamond Rings

### Top 5 Imported

- 1 Blu-Ray Movies
- 2 Natural Diamonds
- 3 Collectible Pipes
- 4 Sunglasses
- 5 Casual Tees



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Electronics



Lifestyle



Collectibles



Media



India's IT Hub, Bengaluru  
aces global networking  
with the most webcam  
imports



2010 Rank | Change | 2011 Rank  
5 ↑ 3

RANK

01

NOKIA

RANK

02

APPLE

RANK

03

SEAGATE

RANK

04

SAMSUNG

RANK

05

CASIO

## Domestic Top 5 Sold

- 1 Indian Miniature Sheets
- 2 Metal Strap Wrist Watches
- 3 Men's Wallets
- 4 Car Perfumes
- 5 Helmets

## Top 5 Exported

- 1 LP Records
- 2 Knitting Kits
- 3 Vintage Vacuum Tubes
- 4 Face Masks
- 5 Bracelets

## Domestic Top 5 Bought

- 1 Republic of India Notes
- 2 Earphones
- 3 Food Storage Containers
- 4 Batteries
- 5 Metal Rimmed Sunglasses

## Top 5 Imported

- 1 Headsets
- 2 Laptops
- 3 Digital Cameras
- 4 Men's Fragrances
- 5 Dietary Supplements



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Jaipur youth put their  
best foot forward with  
the most fashion  
socks buys



RANK

01

NOKIA

RANK

02

APPLE

RANK

03

SAMSUNG

RANK

04

REEBOK

RANK

05

SEAGATE

2010 Rank | Change | 2011 Rank  
3 ↓ 4



#### Domestic Top 5 Sold

- 1 Deodorants
- 2 Topaz Rings
- 3 Women's Tops
- 4 Cushion Covers
- 5 Quilts

#### Top 5 Exported

- 1 Cocktail Rings
- 2 Chandelier Earrings
- 3 Agate Gemstones
- 4 Chain Bracelets
- 5 Ethnic Skirts

#### Domestic Top 5 Bought

- 1 Chocolates
- 2 Diamond Rings
- 3 Calling Cards
- 4 Hand Tools
- 5 Bath Soaps

#### Top 5 Imported

- 1 Socks
- 2 Toy Trains
- 3 Solitaire Pendants
- 4 Sleepwear
- 5 Sleeping Masks



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Electronics



Lifestyle



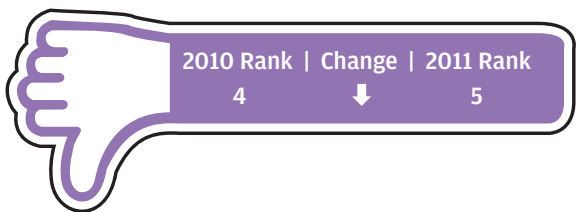
Collectibles



Media



Chennai builds the world,  
exporting the most marble  
tiles in the country



RANK	RANK	RANK	RANK	RANK
01	02	03	04	05
APPLE	REEBOK	NOKIA	SAMSUNG	CASIO

Domestic Top 5 Sold

- 1 Netbooks
- 2 Europe World Notes
- 3 Gold Coins
- 4 Car Cleaning Kits
- 5 Weighing Scales

Top 5 Exported

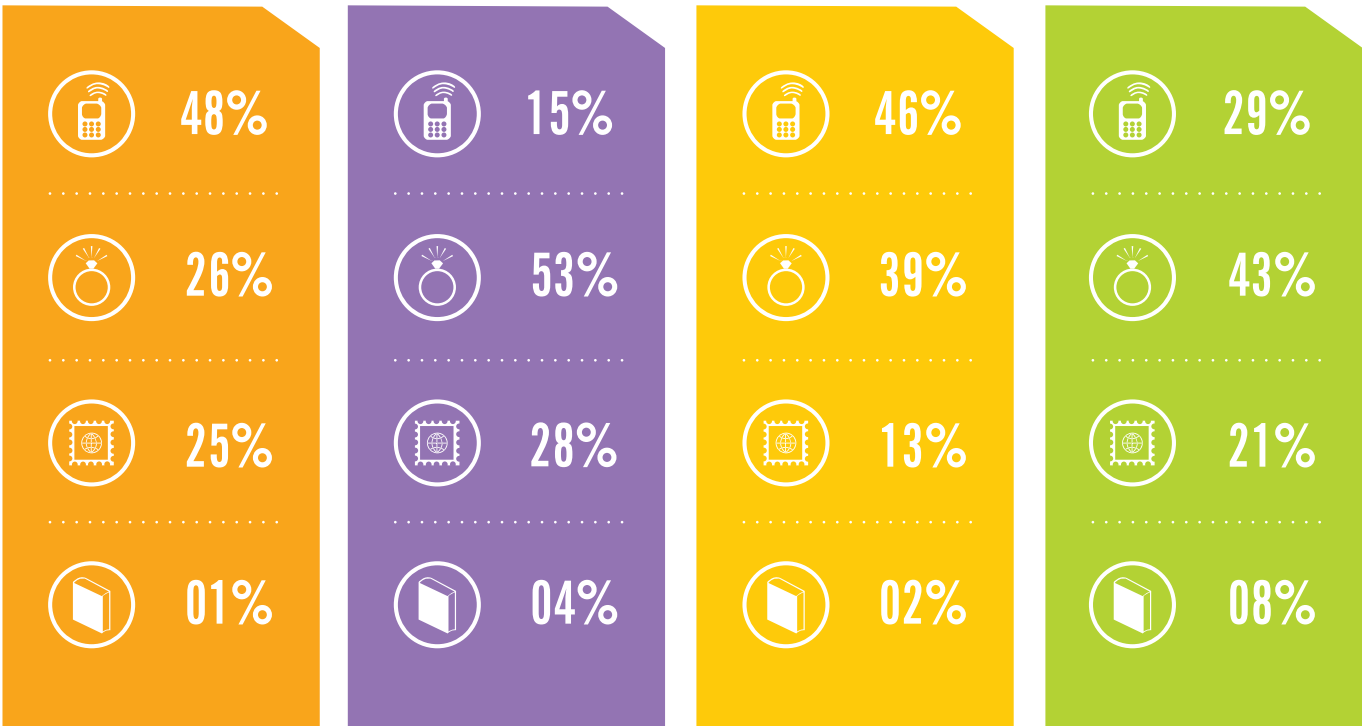
- 1 Marble Tiles
- 2 Nature Stamps
- 3 Silk Sarees
- 4 Power Tools
- 5 Coral

Domestic Top 5 Bought

- 1 Water Filters
- 2 Fashion Watches
- 3 Phone Scratch Guards
- 4 Nose Hair Trimmers
- 5 Peelers & Slicers

Top 5 Imported

- 1 Tanzanite Gemstones
- 2 Capacitors
- 3 Art Prints
- 4 Men's Underwear
- 5 Camera Lenses



The gourmet capital of India, Hyderabad garnished India's kitchens with the most sales of home appliances



RANK

01

NOKIA

RANK

02

REEBOK

RANK

03

APPLE

RANK

04

SAMSUNG

RANK

05

SEAGATE

2010 Rank | Change | 2011 Rank

6

← →

6



#### Domestic Top 5 Sold

- 1 Hair Trimmers
- 2 PC Action Games
- 3 Building Toys
- 4 Men's Underwear
- 5 Frosted Glasses

#### Top 5 Exported

- 1 PC Games
- 2 Telugu Movies
- 3 Film Magazine
- 4 Dinner Sets
- 5 Ethnic Costumes

#### Domestic Top 5 Bought

- 1 Food Storage Containers
- 2 Machine Embroidered Sarees
- 3 Sewing Machines
- 4 Emergency Lights
- 5 Kundan Meena Jewellery

#### Top 5 Imported

- 1 Camera Flashes
- 2 Tablets
- 3 Vintage Car Parts
- 4 Clutches
- 5 Webcams



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Electronics



Lifestyle



Collectibles



Media



Ahmedabad stays in the pink of health by importing the most nuts and seeds



2010 Rank | Change | 2011 Rank  
7 | ←→ | 7

RANK  
01  
SONY

RANK  
02  
NOKIA

RANK  
03  
REEBOK

RANK  
04  
APPLE

RANK  
05  
SAMSUNG

## Domestic Top 5 Sold

- 1 Embroidered Salwar Suits
- 2 Metal Rimmed Sunglasses
- 3 American Diamond Earrings
- 4 Collar Tees
- 5 Sports Shoes

## Top 5 Exported

- 1 Bollywood Movies
- 2 Religious Posters
- 3 Ethnic Necklaces
- 4 Herbal Remedies
- 5 Belly Chains

## Domestic Top 5 Bought

- 1 Shower Gels
- 2 4 GB Pen Drives
- 3 Leather Watches
- 4 Home Fresheners
- 5 Optical Mouse

## Top 5 Imported

- 1 Razor Blades
- 2 Action Figures
- 3 Printing Blocks
- 4 Men's Casual Shirts
- 5 Nuts

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Electronics



Lifestyle



Collectibles



Media

**Kolkata Calling! Gregarious  
Kolkatans stayed in touch  
with the world buying the  
most calling cards on eBay**



RANK

01

REEBOK

RANK

02

NOKIA

RANK

03

CASIO

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04

APPLE

RANK

05

SEAGATE

2010 Rank | Change | 2011 Rank  
8   ← →   8



#### Domestic Top 5 Sold

- 1 Colour Cartridges
- 2 British India Coins
- 3 Memory Card Readers
- 4 Bluetooth Dongles
- 5 Wi-Fi Routers

#### Top 5 Exported

- 1 Film Cameras
- 2 Web Hosting Services
- 3 Nepalese Collectibles
- 4 Buddha Figurines
- 5 Fly Fishing Kits

#### Domestic Top 5 Bought

- 1 Smart Phones
- 2 Calling Cards
- 3 Asia World Currency
- 4 Comics
- 5 Modems

#### Top 5 Imported

- 1 HD DVDs
- 2 Match Box Collectibles
- 3 Jackets
- 4 Graphic Cards
- 5 Cacti Seeds



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Electronics



Lifestyle



Collectibles



Media



The beautiful women of the world owe their distinctive fragrances to Pune



2010 Rank | Change | 2011 Rank  
10   ↑   9

RANK

01

APPLE

RANK

02

SAMSUNG

RANK

03

NOKIA

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04

REEBOK

RANK

05

CASIO

Domestic Top 5 Sold

- 1 Car Cleaning Equipment
- 2 Indian First Day Covers
- 3 Printed Tees
- 4 Designer Pens
- 5 Bangles

Top 5 Exported

- 1 Bedspreads
- 2 Crystal & Minerals
- 3 Moonstone Gemstones
- 4 Women's Fragrances
- 5 Tapestries

Domestic Top 5 Bought

- 1 500 GB Hard Discs
- 2 Antivirus Software
- 3 Home Theatre Accessories
- 4 European Notes
- 5 Sewing Machines

Top 5 Imported

- 1 Women's Wrist Watches
- 2 Headsets
- 3 Blu- Ray Movies
- 4 Hand Drills
- 5 Sling Bags



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Electronics



Lifestyle



Collectibles



Media



Chandigarh stumps the world with the most cricket bat sales



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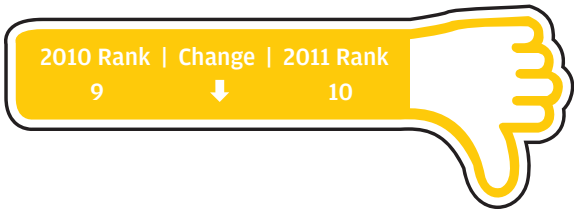
LG

2010 Rank | Change | 2011 Rank

9

↓

10



Domestic Top 5 Sold

- 1 Memory Cards
- 2 Treadmills
- 3 USB Cables
- 4 Cricket Bats
- 5 Gold Plated Jewellery

Top 5 Exported

- 1 Video Production Services
- 2 Microphones
- 3 Tripods
- 4 Toothpaste
- 5 Eyeliners

Domestic Top 5 Bought

- 1 DVD Packs
- 2 Networking Equipment
- 3 Kundan Meena Jewellery
- 4 Flashlights
- 5 Footballs

Top 5 Imported

- 1 Computer Sound Cards
- 2 MP3 Players
- 3 Rings
- 4 Fiction Books
- 5 Fishing Hooks



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Electronics



Lifestyle



Collectibles



Media



**eBay Census**

# States & Union Territories



The fitness freaks of Maharashtra flex their burly muscles lifting the most dumbbells off eBay

2010 Rank | Change | 2011 Rank

1



1



#### Top eCommerce Hubs

- 1 Mumbai
- 2 Pune
- 3 Nagpur
- 4 Nashik
- 5 Aurangabad

#### Top Import Hubs

- 1 Mumbai
- 2 Pune
- 3 Nagpur
- 4 Nashik
- 5 Raigarh

#### Top Export Hubs

- 1 Mumbai
- 2 Pune
- 3 Nashik
- 4 Raigarh
- 5 Sangli

#### Domestic Top 5 Sold

- 1 Headphones
- 2 Deodorants
- 3 Hair Trimmers
- 4 Thermometers
- 5 Air Fresheners

#### Top 5 Exported

- 1 Razors
- 2 Dietary Supplements
- 3 Quilling Kits
- 4 Skin Creams
- 5 LP Records

#### Domestic Top 5 Bought

- 1 Antivirus Software
- 2 Bath Lotion
- 3 Chocolates
- 4 Dumbbells
- 5 Laptop Cooling Pads

#### Top 5 Imported

- 1 Designer Watches
- 2 Netbooks
- 3 Collectible Pipes
- 4 Party Dresses
- 5 Ball Bearings



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Electronics



Lifestyle



Collectibles



Media



Bitten by the travel bug, Delhiites bought the most travel bags in the country



2010 Rank | Change | 2011 Rank  
2   ← →   2

### Top eCommerce Hub

1 Delhi

### Top Import Hub

1 Delhi

### Top Export Hub

1 Delhi

#### Domestic Top 5 Sold

- 1 Food Storage Containers
- 2 Optical Filters
- 3 Diabetes Monitors
- 4 WiFi Routers
- 5 Belts

#### Top 5 Exported

- 1 Auto Mouldings
- 2 Non Fiction Books
- 3 Quartz Gemstones
- 4 Cricket Bats
- 5 Sewing Fabrics

#### Domestic Top 5 Bought

- 1 Chronograph Watches
- 2 Memory Card Readers
- 3 Pearls
- 4 Gaming Consoles
- 5 Graphic Tees

#### Top 5 Imported

- 1 Wildlife Stamps
- 2 Diamond Bracelets
- 3 Emeralds
- 4 Nail Polish
- 5 Industrial Dies



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Electronics



Lifestyle



Collectibles



Media

Mind it! The men in Rajnikant's home state beat the heat with the most sunglasses purchases

2010 Rank | Change | 2011 Rank  
3   ← →   3



Top eCommerce Hubs

- 1 Chennai
- 2 Kanchipuram
- 3 Coimbatore
- 4 Tiruvallur
- 5 Madurai

Top Import Hubs

- 1 Chennai
- 2 Kanchipuram
- 3 Coimbatore
- 4 Tiruvallur
- 5 Madurai

Top Export Hubs

- 1 Chennai
- 2 Kanchipuram
- 3 Coimbatore
- 4 Tiruvallur
- 5 Salem

Domestic Top 5 Sold

- 1 Netbooks
- 2 Kundan Jewellery
- 3 Radio Controlled Toys
- 4 PC Vacuum Cleaners
- 5 14 MP Digital Cameras

Top 5 Exported

- 1 Vestment Collectibles
- 2 Curtains
- 3 Nose Rings
- 4 Lapis Gemstones
- 5 Dolls

Domestic Top 5 Bought

- 1 Mobile Screen Guards
- 2 Emergency Lights
- 3 Kitchenware
- 4 Sports Watches
- 5 Laptop Sleeves

Top 5 Imported

- 1 Tanzanite Gemstones
- 2 MP3 Players
- 3 Sunglasses
- 4 Butterfly Collectibles
- 5 Security Cameras



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Electronics



Lifestyle



Collectibles



Media



Karnataka loves flaunting its fleet of shiny cars, buying the most car wash products on eBay



2010 Rank | Change | 2011 Rank

5

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4

## Top eCommerce Hubs

- 1 Bengaluru
- 2 Mysore
- 3 Mangalore
- 4 Udupi
- 5 Dharward

## Top Import Hubs

- 1 Bengaluru
- 2 Mysore
- 3 Mangalore
- 4 Udupi
- 5 Dharward

## Top Export Hubs

- 1 Bengaluru
- 2 Mysore
- 3 Mangalore
- 4 Davangare
- 5 Belgaum

## Domestic Top 5 Sold

- 1 Men's Wallets
- 2 Car Fresheners
- 3 Helmets
- 4 Car Cleaners
- 5 Back Packs

## Top 5 Exported

- 1 Kannada Movies
- 2 Recipe Books
- 3 Statues
- 4 Shampoos
- 5 Girls' Bracelets

## Domestic Top 5 Bought

- 1 Metal Rimmed Sunglasses
- 2 Men's Perfumes
- 3 Car Waxes
- 4 Weighing Scales
- 5 1 TB Hard Drives

## Top 5 Imported

- 1 Men's Shoes
- 2 Anti Aging Cosmetics
- 3 Cordless Telephones
- 4 Leather Jackets
- 5 Laser Pointers



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Electronics



Lifestyle



Collectibles



Media

The homemakers of Andhra Pradesh bottled all their favourite ingredients with the most spice jars and racks purchases in the country

2010 Rank | Change | 2011 Rank  
6   ↑   5



#### Top eCommerce Hubs

- 1 Hyderabad
- 2 Visakhapatnam
- 3 Krishna
- 4 Kakinada
- 5 Guntur

#### Top Import Hubs

- 1 Hyderabad
- 2 Visakhapatnam
- 3 Krishna
- 4 Kakinada
- 5 Guntur

#### Top Export Hubs

- 1 Hyderabad
- 2 Prakasam
- 3 Krishna
- 4 Visakhapatnam
- 5 Warangal

#### Domestic Top 5 Sold

- 1 Tool Kits
- 2 Fruit Peelers
- 3 Rechargeable Torches
- 4 Head Massagers
- 5 Sewing Machines

#### Top 5 Exported

- 1 Gift Certificates
- 2 Dinner Sets
- 3 Anti Acne Products
- 4 Women's Swimwear
- 5 Agate Gemstones

#### Domestic Top 5 Bought

- 1 Embroidered Sarees
- 2 Laptop Skins
- 3 Bluetooth Dongles
- 4 Tripods
- 5 Spanners

#### Top 5 Imported

- 1 Flash Drives
- 2 Webcams
- 3 Clutch Bags
- 4 Vintage Car Parts
- 5 Hoodies



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Electronics



Lifestyle



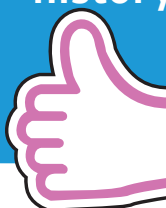
Collectibles



Media



A land of palaces and royal experiences, the merchants of Rajasthan exported the most history magazines.



2010 Rank | Change | 2011 Rank

13



6

## Top eCommerce Hubs

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

## Top Import Hubs

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

## Top Export Hubs

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

## Domestic Top 5 Sold

- 1 Topaz
- 2 Wooden Handicrafts
- 3 Anklets
- 4 Wraparound Skirts
- 5 TV Trolleys

## Top 5 Exported

- 1 Solitaire Pendants
- 2 Garnet Stones
- 3 Collectible Daggers
- 4 Ethnic Purses
- 5 Pillows

## Domestic Top 5 Bought

- 1 Bath Soaps
- 2 USB Hubs
- 3 Kaftans
- 4 Designer Pens
- 5 Buckles

## Top 5 Imported

- 1 Tablets
- 2 Motherboards
- 3 Home Security Systems
- 4 Diecast Cars
- 5 Lingerie



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Electronics



Lifestyle



Collectibles



Media



Ship ahoy! Merchants from the ports of Gujarat exported the most maritime collectibles in the country



2010 Rank | Change | 2011 Rank

4



7



Top eCommerce Hubs

- 1 Ahmedabad
- 2 Surat
- 3 Vadodara
- 4 Rajkot
- 5 Bhavnagar

Top Import Hubs

- 1 Ahmedabad
- 2 Surat
- 3 Vadodara
- 4 Rajkot
- 5 Jamnagar

Top Export Hubs

- 1 Ahmedabad
- 2 Surat
- 3 Vadodara
- 4 Rajkot
- 5 Bhavnagar

Domestic Top 5 Sold

- 1 Machine Embroidered Sarees
- 2 Sunglasses
- 3 Ganesh Idols
- 4 Ink Cartridges
- 5 Corsets

Top 5 Exported

- 1 Bandhani Sarees
- 2 Divine Posters
- 3 Herbal Remedies
- 4 Maritime Collectibles
- 5 Carbide Inserts

Domestic Top 5 Bought

- 1 Loose Diamonds
- 2 USB Cables
- 3 Printed Tees
- 4 Men's Briefs
- 5 Web Hosting Services

Top 5 Imported

- 1 Rough Diamonds
- 2 Cutting Tools
- 3 Men's Wallets
- 4 LCD Projectors
- 5 Travel Books



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Electronics



Lifestyle



Collectibles



Media



Beach babes around the world get their bikinis from Uttar Pradesh



2010 Rank | Change | 2011 Rank

7

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8

## Top eCommerce Hubs

- 1 Lucknow
- 2 Ghaziabad
- 3 Varanasi
- 4 Kanpur
- 5 Allahabad

## Top Import Hubs

- 1 Lucknow
- 2 Ghaziabad
- 3 Kanpur
- 4 Agra
- 5 Meerut

## Top Export Hubs

- 1 Varanasi
- 2 Ghaziabad
- 3 Lucknow
- 4 Allahabad
- 5 Kanpur

## Domestic Top 5 Sold

- 1 Kitchen Appliances
- 2 Gandhi Stamps
- 3 Emerald Bangles
- 4 Clocks
- 5 Skipping Ropes

## Top 5 Exported

- 1 Lampwork Crafts
- 2 Saree
- 3 Eyeliners
- 4 Horse Saddles
- 5 Compasses

## Domestic Top 5 Bought

- 1 Vests
- 2 Screwdrivers
- 3 Blood Pressure Monitors
- 4 Camping Knives
- 5 Bath & Shower Products

## Top 5 Imported

- 1 Yarn Crafts
- 2 Men's Shirts
- 3 British Colonial Stamps
- 4 Ties
- 5 3D Glasses



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Electronics



Lifestyle



Collectibles



Media

Baby Fever: Haryana sells the most magazines on parenting and pregnancy to fellow Indians

2010 Rank | Change | 2011 Rank  
8   ↓   9



Top eCommerce Hubs

- 1 Faridabad
- 2 Ambala
- 3 Panchkula
- 4 Hisar
- 5 Panipat

Top Import Hubs

- 1 Panchkula
- 2 Ambala
- 3 Panipat
- 4 Rohtak
- 5 Karnal

Top Export Hubs

- 1 Faridabad
- 2 Ambala
- 3 Panchkula
- 4 Hisar
- 5 Karnal

Domestic Top 5 Sold

- 1 Asian World Currency
- 2 Leather Strap Wrist Watches
- 3 Men's Fragrances
- 4 MP3 Cables
- 5 Rudrakshas

Top 5 Exported

- 1 Belly Dancing Gear
- 2 Women's Trousers
- 3 Sherwani
- 4 LEDs
- 5 Tin Advertising Collectibles

Domestic Top 5 Bought

- 1 Kurtis
- 2 Conditioners
- 3 Hand Embroidered Sarees
- 4 Air Pumps
- 5 Cameras Cases

Top 5 Imported

- 1 Cell Phones
- 2 Wrist Watches
- 3 Headsets
- 4 Men's Tees
- 5 Car Guages



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Electronics



Lifestyle



Collectibles



Media



West Bengal delighted women across the country by selling the most pearls



2010 Rank | Change | 2011 Rank

10

← →

10

#### Top eCommerce Hubs

- 1 Kolkata
- 2 Howrah
- 3 Bardhaman
- 4 Hooghly
- 5 Darjeeling

#### Top Import Hubs

- 1 Kolkata
- 2 Bardhaman
- 3 Howrah
- 4 Hooghly
- 5 Darjeeling

#### Top Export Hubs

- 1 Kolkata
- 2 Howrah
- 3 Bardhaman
- 4 North 24 Parganas
- 5 Nadia

#### Domestic Top 5 Sold

- 1 Comics
- 2 Briefcases
- 3 Laptop Cooling Pads
- 4 Camping Knives
- 5 American Diamonds

#### Top 5 Exported

- 1 18<sup>th</sup> Century Documents Collectibles
- 2 Internet Web Hosting
- 3 Film Cameras
- 4 Charm Bracelets
- 5 Dog Tags

#### Domestic Top 5 Bought

- 1 Miniature Sheets
- 2 Conditioner
- 3 Baby Monitors
- 4 Body Massagers
- 5 Zippo Lighters

#### Top 5 Imported

- 1 Natural Diamonds
- 2 Graphic Cards
- 3 Web Cams
- 4 Digital Photoframes
- 5 CPU Motherboards



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Electronics



Lifestyle



Collectibles



Media

Punjab helps Indian beauties accessorise, selling the most nose pins and rings



2010 Rank | Change | 2011 Rank  
9 ↓ 11

Top eCommerce Hubs

- 1 Ludhiana
- 2 Jalandhar
- 3 Amritsar
- 4 Mohali
- 5 Patiala

Top Import Hubs

- 1 Ludhiana
- 2 Amritsar
- 3 Jalandhar
- 4 Patiala
- 5 Mohali

Top Export Hubs

- 1 Ludhiana
- 2 Jalandhar
- 3 Amritsar
- 4 Mohali
- 5 Moga

Domestic Top 5 Sold

- 1 Treadmills
- 2 Tiger Eye Gemstones
- 3 Beanbags
- 4 Roller Skates
- 5 Soap

Top 5 Exported

- 1 Pashmina Shawls
- 2 Chess Boards
- 3 Piano
- 4 Temporary Tattoos
- 5 Dental Chairs

Domestic Top 5 Bought

- 1 Handkerchiefs
- 2 Bindis
- 3 PC Tool Kits
- 4 Manicure Kits
- 5 Electric Toothbrushes

Top 5 Imported

- 1 Sub Woofers
- 2 Pens
- 3 Network Boosters
- 4 Hair Gel
- 5 Foundation



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Electronics



Lifestyle



Collectibles



Media



Kerala spreads Christmas cheer around the world by exporting the most Christmas trees



2010 Rank | Change | 2011 Rank

11

↓

12

#### Top eCommerce Hubs

- 1 Kochi
- 2 Thiruvananthapuram
- 3 Thrissur
- 4 Alappuzha
- 5 Kozhikode

#### Top Import Hubs

- 1 Kochi
- 2 Thiruvananthapuram
- 3 Thrissur
- 4 Alappuzha
- 5 Kozhikode

#### Top Export Hubs

- 1 Kochi
- 2 Kannur
- 3 Thiruvananthapuram
- 4 Alappuzha
- 5 Pathanamthitta

#### Domestic Top 5 Sold

- 1 Multi Functional Wrist Watches
- 2 Baby Dresses
- 3 Fairness Cream
- 4 Insect Repellants
- 5 Artificial Flowers

#### Top 5 Exported

- 1 Rosaries
- 2 Nuts
- 3 Hair Colour
- 4 Artificial Christmas Trees
- 5 Lip Balm

#### Domestic Top 5 Bought

- 1 Mouse Pads
- 2 Multimedia Speakers
- 3 Car Vacuum Cleaners
- 4 Chocolates
- 5 Bed Sheets

#### Top 5 Imported

- 1 Flashlights
- 2 Sunglasses
- 3 Laptop Batteries
- 4 Roman Coins
- 5 Home Audio Receivers



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Electronics



Lifestyle



Collectibles



Media

Music buffs in Madhya Pradesh serenaded their loved ones buying the most acoustic guitars in India



2010 Rank | Change | 2011 Rank  
12   ↓   13



Top eCommerce Hubs

- 1 Indore
- 2 Bhopal
- 3 Gwalior
- 4 Jabalpur
- 5 Ujjain

Top Import Hubs

- 1 Indore
- 2 Bhopal
- 3 Gwalior
- 4 Jabalpur
- 5 Katni

Top Export Hubs

- 1 Bhopal
- 2 Indore
- 3 Gwalior
- 4 Ujjain
- 5 Bhind

Domestic Top 5 Sold

- 1 Security Softwares
- 2 Striped Formal Shirts
- 3 Gamepads
- 4 Visiting Card Holders
- 5 Pedicure and Manicure Kits

Top 5 Exported

- 1 Duvet Covers
- 2 Auto Mouldings
- 3 Towels and Washcloths
- 4 Ceiling Lamps
- 5 Christmas Trees

Domestic Top 5 Bought

- 1 Vacuum Cleaners
- 2 Calling Cards
- 3 Rechargeable Torches
- 4 Jeans
- 5 Car Air Fresheners

Top 5 Imported

- 1 Paranormal Readings
- 2 Light Bulbs
- 3 Cufflinks
- 4 Mountain Bikes
- 5 Water Bottles



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Electronics



Lifestyle



Collectibles



Media



The peppy lasses of Chandigarh indulge in vibrant nail art, importing the most nail polishes



2010 Rank | Change | 2011 Rank  
14   ←→   14

Top eCommerce Hub

1 Chandigarh

Top Import Hub

1 Chandigarh

Top Export Hub

1 Chandigarh

Domestic Top 5 Sold

- 1 5 Disk DVD Pack
- 2 Abdominal Exercisers
- 3 Gold Plated Jhumkas
- 4 Hand Mixers
- 5 Table Tennis Boards

Top 5 Exported

- 1 Braces and Supports
- 2 Lens Hoods
- 3 Toothpaste
- 4 Eye Creams
- 5 Leather Canine Collars

Domestic Top 5 Bought

- 1 Body Lotions
- 2 Silk Dress Materials
- 3 Nightwear
- 4 Pearl Jewellery
- 5 Scrubs and Moisturizers

Top 5 Imported

- 1 Nail Polish
- 2 Vintage Earrings
- 3 Ballpoint Pens
- 4 Athletic Clothing
- 5 Hosiery and Socks



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Electronics



Lifestyle



Collectibles



Media



Singing in the rain! Orissa sold the the most umbrellas in the country

2010 Rank | Change | 2011 Rank  
15   ←→   15



Top eCommerce Hubs

- 1 Bhubaneswar
- 2 Cuttack
- 3 Sundergarh
- 4 Khorda
- 5 Jagatsinghapur

Top Import Hubs

- 1 Bhubaneswar
- 2 Cuttack
- 3 Sundergarh
- 4 Ganjam
- 5 Khorda

Top Export Hubs

- 1 Khorda
- 2 Jagatsinghapur
- 3 Bhubaneswar
- 4 Ganjam
- 5 Sundergarh

Domestic Top 5 Sold

- 1 Designer Pens
- 2 Talcum Powder
- 3 Letter Holders
- 4 Umbrellas
- 5 Comics

Top 5 Exported

- 1 Internet Businesses & Websites
- 2 Soccer Balls
- 3 Spirituality Collectibles
- 4 PC Strategy Games
- 5 Bronze Metalware

Domestic Top 5 Bought

- 1 Bridal Jewellery
- 2 Thermal Wear
- 3 Coasters
- 4 Ghazals CDs
- 5 Stoneware Handicrafts

Top 5 Imported

- 1 Men's Jeans
- 2 Bead Crafts
- 3 Home Theater Projectors
- 4 Film Cameras
- 5 Rhodolite Gemstones



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Electronics



Lifestyle



Collectibles



Media



The whizzes of Uttarkhand exercised their brains, importing the most Encyclopedias



2010 Rank | Change | 2011 Rank  
19    ↑    16

## Top eCommerce Hubs

- 1 Dehradun
- 2 Haridwar
- 3 Almora
- 4 Nainital
- 5 Udham Singh Nagar

## Top Import Hubs

- 1 Dehradun
- 2 Haridwar
- 3 Nainital
- 4 Udham Singh Nagar
- 5 Pauri Garhwal

## Top Export Hubs

- 1 Dehradun
- 2 Almora
- 3 Haridwar
- 4 Chandigarh
- 5 Udham Singh Nagar

## Domestic Top 5 Sold

- 1 Partywear Tees
- 2 Candles
- 3 Ceramic Handicrafts
- 4 Checked Shirts
- 5 Clocks

## Top 5 Exported

- 1 Gardening Tools
- 2 Compass Antiques
- 3 Pest Control Products
- 4 Kerosene Lamps
- 5 Walking Sticks

## Domestic Top 5 Bought

- 1 Diamond Earrings
- 2 Office Planners
- 3 Air Pumps
- 4 Home Security Systems
- 5 Documentary DVDs

## Top 5 Imported

- 1 Audio Video Cables
- 2 Telescopes
- 3 GPS Navigators
- 4 Percussion Instruments
- 5 Australian Stamps



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Electronics



Lifestyle



Collectibles



Media

Assam decks up bars across the world by exporting the most bar accessories

2010 Rank | Change | 2011 Rank  
17 ←→ 17



#### Top eCommerce Hubs

- 1 Kamrup
- 2 Dibrugarh
- 3 Cachar
- 4 Sibsagar
- 5 Sonitpur

#### Top Import Hubs

- 1 Kamrup
- 2 Dibrugarh
- 3 Cachar
- 4 Sibsagar
- 5 Sonitpur

#### Top Export Hubs

- 1 Kamrup
- 2 Dhubri
- 3 Dibrugarh
- 4 Tinsukia
- 5 Karimganj

#### Domestic Top 5 Sold

- 1 Fairness Creams
- 2 Hair Oils
- 3 Operating Systems
- 4 Lipsticks
- 5 Metal Handicrafts

#### Top 5 Exported

- 1 Pillows
- 2 Bar Coasters
- 3 Kid's Plastic Chairs
- 4 Hair Loss Products
- 5 Fiction Books

#### Domestic Top 5 Bought

- 1 Bed sheets
- 2 Educational Toys
- 3 Car Fresheners
- 4 African Currency Collectibles
- 5 Electric Cookware

#### Top 5 Imported

- 1 Body Enhancers
- 2 Electric Guitars
- 3 Golf Clubs
- 4 Camera Lenses
- 5 Blotting Papers



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Lifestyle



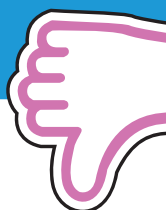
Collectibles



Media



Goa retains the party capital of the world status even online, selling the most partywear shirts



2010 Rank | Change | 2011 Rank

16

↓

18

#### Top eCommerce Hubs

- 1 Panaji
- 2 Margao
- 3 Arpora
- 4 Bardez

#### Top Import Hubs

- 1 Panjim
- 2 Margao
- 3 Arpora

#### Top Export Hubs

- 1 Panjim
- 2 Bardez

#### Domestic Top 5 Sold

- 1 CD Racks
- 2 Imitation Jewellery
- 3 Travel Packages
- 4 Wooden Handicrafts
- 5 Pet Accessories

#### Top 5 Exported

- 1 Cross Stitch Yarn
- 2 Vintage Bike Parts
- 3 Internet Websites
- 4 Dresses
- 5 Wind Turbines

#### Domestic Top 5 Bought

- 1 Adventure Sports Gear
- 2 Body Massagers
- 3 Contraceptives
- 4 Night Lamps
- 5 Drill Machines

#### Top 5 Imported

- 1 Meteorite Collectibles
- 2 Fountain Pens
- 3 Hollywood Movie DVDs
- 4 Swimwear
- 5 Electric Toothbrush



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Electronics



Lifestyle



Collectibles



Media

Etching a silver lining of its own, Jharkhand sells the most metal necklaces to women across the world



2010 Rank | Change | 2011 Rank  
24    ↑    19



Top eCommerce Hubs

- 1 Ranchi
- 2 Singhbhum
- 3 Dhanbad
- 4 Bokaro
- 5 Hazaribagh

Top Import Hubs

- 1 Ranchi
- 2 Singhbhum
- 3 Dhanbad
- 4 Bokaro
- 5 Hazaribagh

Top Export Hubs

- 1 Ranchi
- 2 Singhbhum
- 3 Dhanbad
- 4 Seraikela Kharsawan
- 5 Hazaribagh

Domestic Top 5 Sold

- 1 Insect Repellers
- 2 Synthetic Diamonds
- 3 Maps and Atlases
- 4 Inflatable Toys
- 5 Air Conditioners

Top 5 Exported

- 1 Necklaces and Pendants
- 2 Freshwater Pearls
- 3 Albanian Stamps
- 4 Non Fiction Books
- 5 Educational Software

Domestic Top 5 Bought

- 1 Body Wash
- 2 Sewing Machines
- 3 Candles
- 4 Sports Watches
- 5 Georgette Sarees

Top 5 Imported

- 1 Electric Guitar
- 2 Hockey Sticks
- 3 Tattoo Machines
- 4 Dictaphones
- 5 School Bags



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Electronics



Lifestyle



Collectibles



Media



Striking a balance between work and play, Bihar has bought the most edutainment VCDs



2010 Rank | Change | 2011 Rank  
20   ← →   20

### Top eCommerce Hubs

- 1 Patna
- 2 Muzaffarpur
- 3 Bhagalpur
- 4 Begusarai
- 5 Champaran

### Top Import Hubs

- 1 Patna
- 2 Muzaffarpur
- 3 Bhagalpur
- 4 Begusarai
- 5 Champaran

### Top Export Hubs

- 1 Patna
- 2 Muzaffarpur
- 3 Bhagalpur
- 4 Begusarai
- 5 Darbhanga

### Domestic Top 5 Sold

- 1 Bollywood Memorabilia
- 2 Time Piece
- 3 Cushion Covers
- 4 Diapers
- 5 Cricket Stamps

### Top 5 Exported

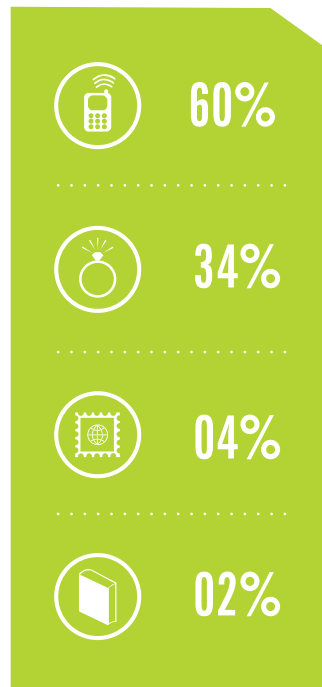
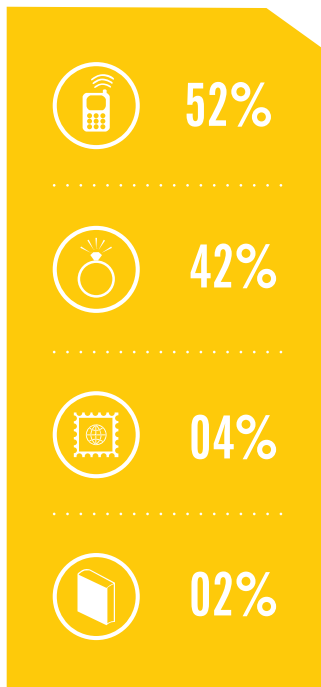
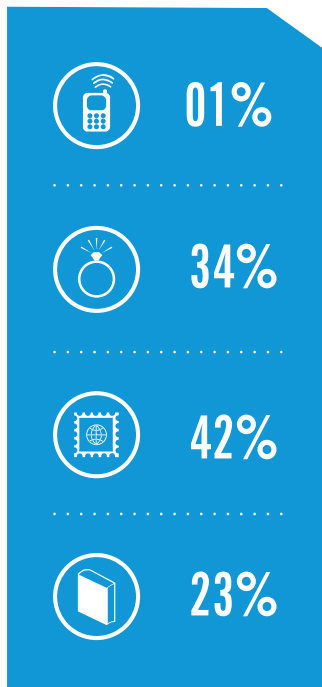
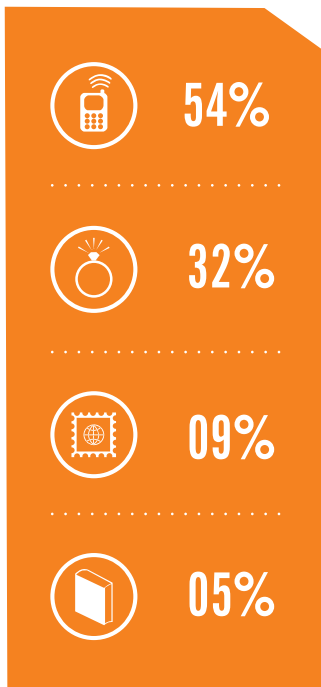
- 1 Brass Saxophone
- 2 Locks and Keys
- 3 Animal Figurines
- 4 Pashmina Scarves
- 5 Chairs

### Domestic Top 5 Bought

- 1 Gold Coins
- 2 Blood Pressure Monitors
- 3 Bluetooth Headsets
- 4 Hand Tools
- 5 Slogan Tees

### Top 5 Imported

- 1 Designer Coats
- 2 Epilators
- 3 LCD Projectors
- 4 Crystal Brooches
- 5 Soldering Kits



Electronics



Lifestyle



Collectibles



Media

Chattisgarh exported the most celebrity stamps to star struck fans across the world



2010 Rank | Change | 2011 Rank  
18 ↓ 21



Top eCommerce Hubs

- 1 Raipur
- 2 Durg
- 3 Bilaspur
- 4 Korba
- 5 Kanker

Top Import Hubs

- 1 Raipur
- 2 Durg
- 3 Bilaspur
- 4 Korba
- 5 Bastar

Top Export Hubs

- 1 Kanker
- 2 Raipur
- 3 Durg
- 4 Bilaspur
- 5 Bastar

Domestic Top 5 Sold

- 1 Sapphire Gemstones
- 2 SLR Cameras
- 3 Thriller Books
- 4 Modems
- 5 Racing Games

Top 5 Exported

- 1 Bed Sheets
- 2 Diamond Earrings
- 3 Celebrity Stamps
- 4 Motorcycle Engines
- 5 MP3 Players

Domestic Top 5 Bought

- 1 Princely State Coins
- 2 16 GB Pen Drives
- 3 Chronograph Watches
- 4 Designer Pens
- 5 Clocks

Top 5 Imported

- 1 Sunglasses
- 2 Surveillance Devices
- 3 Jewellery Design Tools
- 4 Ties
- 5 Cellphone Stickers



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Lifestyle



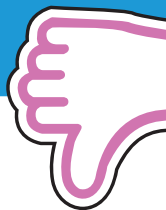
Collectibles



Media



Kashmiris captured heaven on earth by buying the most cameras in India



2010 Rank | Change | 2011 Rank  
21 ↓ 22

## Top eCommerce Hubs

- 1 Jammu
- 2 Srinagar
- 3 Budgam
- 4 Kupwara
- 5 Ananthnag

## Top Import Hubs

- 1 Jammu
- 2 Srinagar
- 3 Budgam
- 4 Kupwara
- 5 Ananthnag

## Top Export Hubs

- 1 Jammu
- 2 Srinagar
- 3 Kupwara
- 4 Budgam
- 5 Baramulla

## Domestic Top 5 Sold

- 1 Carpets
- 2 Scarves & Stoles
- 3 Sports Jerseys
- 4 Mughal Coins
- 5 Briefcases

## Top 5 Exported

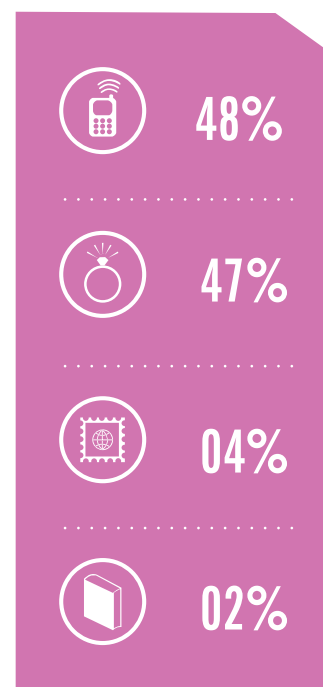
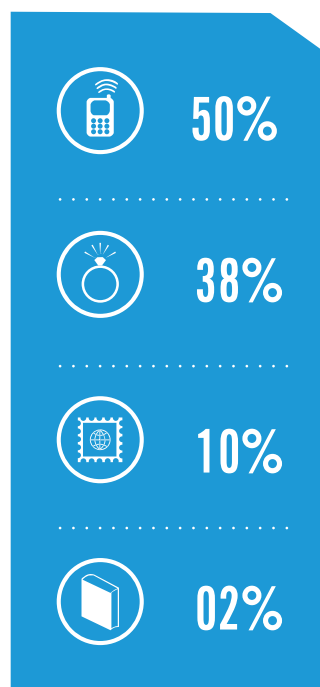
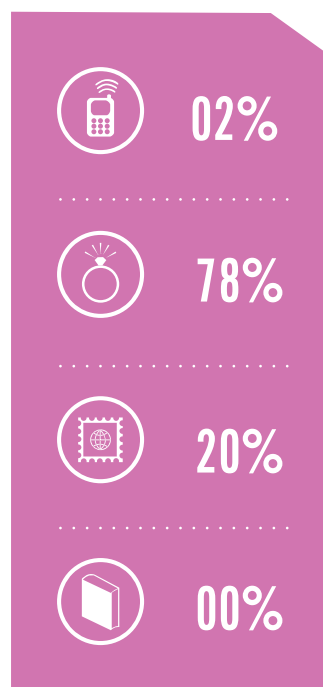
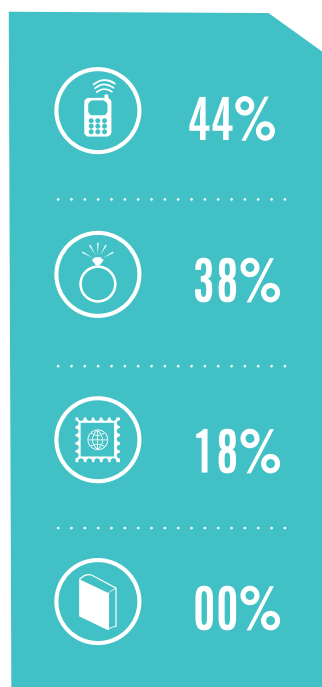
- 1 Upholstery Collectibles
- 2 Rugs
- 3 Pashmina Shawls
- 4 Blazers and Jackets
- 5 Purses

## Domestic Top 5 Bought

- 1 Camping Tents
- 2 Digital Cameras
- 3 Ceramic Mugs
- 4 Ovenwares
- 5 Wall Decors

## Top 5 Imported

- 1 Ham Radios
- 2 Binoculars
- 3 Headgear
- 4 Bird Feeds
- 5 Flip Flops





Puducherry raised a toast to wine lovers of the world, selling the most Food and Wine Coupons

2010 Rank | Change | 2011 Rank  
22 ↓ 23



Top eCommerce Hub

1 Puducherry

Top Import Hub

1 Puducherry

Top Export Hub

1 Puducherry

Domestic Top 5 Sold

- 1 Slogan Tees
- 2 Body Lotion
- 3 Religious Artifacts
- 4 Voice Recorders
- 5 Pencils

Top 5 Exported

- 1 Bed Sheets
- 2 Crystal Healing Spheres
- 3 Duvet Covers
- 4 Incense Fragrance
- 5 Stone Carvings

Domestic Top 5 Bought

- 1 French Stamps
- 2 LCD Monitors
- 3 Home Theatre Systems
- 4 LED Lights
- 5 Laptop Sleeves

Top 5 Imported

- 1 Silver Cutlery
- 2 Socks
- 3 Laser Pointers
- 4 Dental Handpieces
- 5 Headlamps



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Electronics



Lifestyle



Collectibles



Media



Himachal Pradesh missies bat their pretty lashes, importing the most eye shadows



2010 Rank | Change | 2011 Rank  
23   ↓   24

Top eCommerce Hubs

- 1 Shimla
- 2 Solan
- 3 Kangra
- 4 Una
- 5 Bilaspur

Top Import Hubs

- 1 Shimla
- 2 Solan
- 3 Kangra
- 4 Mandi
- 5 Kullu

Top Export Hubs

- 1 Una
- 2 Bilaspur
- 3 Shimla
- 4 Solan

Domestic Top 5 Sold

- 1 Garden Seeds
- 2 Domain Names
- 3 Sofa Sets
- 4 Pocket Watches
- 5 Slimming Belts

Top 5 Exported

- 1 Gift Certificates
- 2 Commonwealth Stamps
- 3 Watch Straps

Domestic Top 5 Bought

- 1 Men's Wallets
- 2 Cutting Boards
- 3 Rechargeable Torches
- 4 Sports Shoes
- 5 Office Bags

Top 5 Imported

- 1 Car Speaker Systems
- 2 Electric Guitar
- 3 Eye Shadow
- 4 Wigs
- 5 Leggings



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Electronics



Lifestyle



Collectibles



Media

Arunachal Pradesh laid out gorgeous bedsheets to rack up on international sales

2010 Rank | Change | 2011 Rank  
27   ↑   25



Top eCommerce Hubs

- 1 Papum Pare
- 2 Subansiri

Top Import Hubs

- 1 Papum Pare
- 2 Subansiri

Top Export Hub

- 1 Papum Pare

Domestic Top 5 Sold

- 1 African World Coins
- 2 Zircon Gemstones
- 3 Calling Cards
- 4 Romantic Novels
- 5 Power Backup Devices

Top 5 Exported

- 1 Bed Sheets
- 2 Internet Web Hosting
- 3 Skin Care Products

Domestic Top 5 Bought

- 1 3D Effect Collectibles
- 2 Head Phones
- 3 Netbooks
- 4 CD Pouches
- 5 Treadmills

Top 5 Imported

- 1 Reusable Bags
- 2 Foundation Makeup
- 3 Skirts
- 4 Toddler Shoes
- 5 Wheelchairs



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Electronics



Lifestyle



Collectibles



Media



Foot-tapping to the global beat, the beaus of Mizoram imported dozens of shoes



2010 Rank | Change | 2011 Rank  
26   ← →   26

### Top eCommerce Hubs

- 1 Aizawl
- 2 Lunglei
- 3 Kolasib
- 4 Champhai
- 5 Saiha

### Top Import Hubs

- 1 Aizawl
- 2 Lunglei
- 3 Kolasib
- 4 Champhai
- 5 Saiha

### Top Export Hubs

- 1 Lunglei
- 2 Aizawl

### Domestic Top 5 Sold

- 1 Topical Stamps
- 2 Action Games
- 3 Smart Phones
- 4 Mughal Coins
- 5 Commonwealth Stamps

### Top 5 Exported

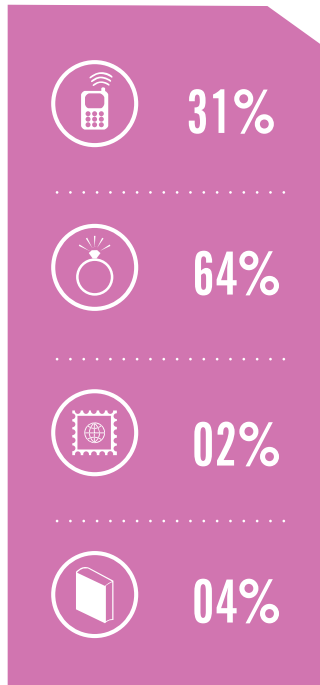
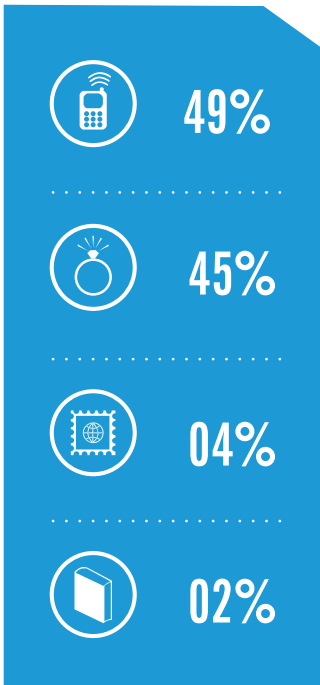
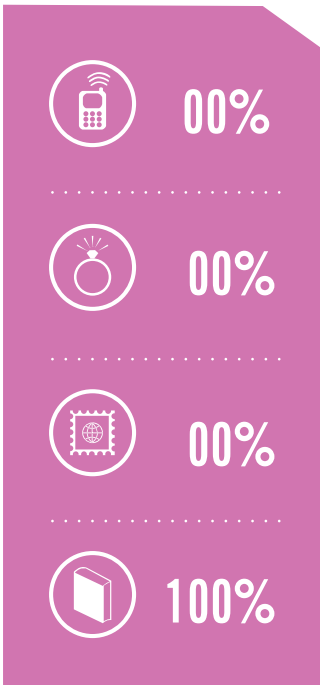
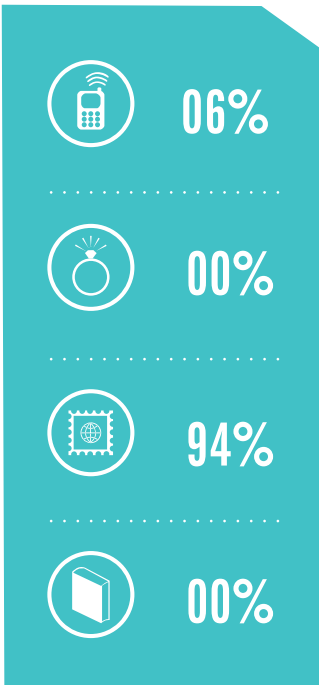
- 1 Books

### Domestic Top 5 Bought

- 1 Novelty Designer Watches
- 2 Tool Kits
- 3 Key Chains
- 4 Inflatable Toys
- 5 White Gold

### Top 5 Imported

- 1 Heels
- 2 Baseball Caps
- 3 Guitar Picks
- 4 Laser Pointers
- 5 Binoculars



Aviators in Meghalaya touched the skies, buying the most airplanes & helicopters from global sellers

2010 Rank | Change | 2011 Rank  
29   ↑   27



Top eCommerce Hubs

- 1 Shillong
- 2 Ri Bhoi
- 3 Jaintia

Top Import Hubs

- 1 Shillong
- 2 Ri Bhoi

Top Export Hubs

- 1 Ri Bhoi
- 2 Jaintia

Domestic Top 5 Sold

- 1 Web Hosting Services
- 2 Bluetooth Headsets
- 3 Digital Photo Frames
- 4 Cigarette Lighters
- 5 Sports Shoes

Top 5 Exported

- 1 Web Hosting Services
- 2 Bluetooth Headsets
- 3 Digital Photo Frames
- 4 Cigarette Lighters
- 5 Sports Shoes

Domestic Top 5 Bought

- 1 Aerial Toys
- 2 Optical Mouse
- 3 Share Certificates
- 4 Candles
- 5 Sleeve Bags

Top 5 Imported

- 1 Fly Fishing Tackles
- 2 Formal Attire
- 3 Tattoo Machines
- 4 Audio Snake Cables
- 5 Hats



100%



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58%



34%



04%



04%



00%



50%



00%



50%



Electronics



Lifestyle



Collectibles



Media



Gadgets islanders! The top sold products in the island paradise of Andaman & Nicobar were laptops!



2010 Rank | Change | 2011 Rank  
31      ↑      28

Top eCommerce Hub

1 Port Blair

Top Import Hubs

1 Port Blair

2 Mayabunder

Top Export Hub

1 Port Blair

Domestic Top 5 Sold

- 1 Laptops
- 2 Fitness Exercisers
- 3 CPU Motherboards
- 4 Laser Printers
- 5 Home Theatre

Top 5 Exported

- 1 Cell Phones
- 2 Web Publishing Software

Domestic Top 5 Bought

- 1 Laser Printers
- 2 Sewing Machines
- 3 Machine Embroidered Sarees
- 4 Blood Pressure Monitors
- 5 Frosted Mugs

Top 5 Imported

- 1 Fishing Hooks
- 2 Transmitters
- 3 Refrigerators
- 4 Drum Kits
- 5 Webcams

 98%

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 01%

 100%

 00%

 00%

 00%

 49%

 44%

 04%

 02%

 42%

 55%

 02%

 02%



Paintball adventures are a hit among the spunky youngsters of Manipur who imported the most accessories to indulge in the sport.

2010 Rank | Change | 2011 Rank

25



29



### Top eCommerce Hubs

- 1 Imphal
- 2 Churachandpur
- 3 Thoubal
- 4 Chandel

### Top Import Hubs

- 1 Imphal
- 2 Churachandpur
- 3 Thoubal

### Top Export Hubs

- 1 Imphal
- 2 Chandel

### Domestic Top 5 Sold

- 1 Antivirus Software
- 2 Metal Strap Wrist Watches
- 3 Sandals
- 4 TV Tuner Cards
- 5 VCD Players

### Top 5 Exported

- 1 Books

### Domestic Top 5 Bought

- 1 Wi-Fi Routers
- 2 Solar Equipment
- 3 Walkie-Talkies
- 4 3D Collectibles
- 5 Picnicware

### Top 5 Imported

- 1 Smart Phones
- 2 Nonfiction Books
- 3 Dresses
- 4 Laptop Batteries
- 5 Wrist Watches



44%



50%



05%



02 %



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100%



49%



42%



06%



02%



38%



50%



02 %



10%



Electronics



Lifestyle



Collectibles



Media



Tripura roots for the luscious manes of Indian beauties, selling the most hair oil products



2010 Rank | Change | 2011 Rank  
33 ↑ 30

## Top eCommerce Hubs

- 1 Agartala
- 2 Karimganj
- 3 Prakasam

## Top Import Hub

- 1 Agartala

## Top Export Hubs

- 1 Karimganj
- 2 Agartala
- 3 Prakasam

## Domestic Top 5 Sold

- 1 Hair Oils
- 2 Striped Formal Shirts
- 3 Shampoos
- 4 Polo Tees
- 5 Operating Systems

## Top 5 Exported

- 1 Books

## Domestic Top 5 Bought

- 1 Metal Rimmed Sunglasses
- 2 Slicers
- 3 Modems
- 4 Printed Tees
- 5 Pearl Sets

## Top 5 Imported

- 1 Wedding Outfits
- 2 Camera Accessories
- 3 Percussion Instruments
- 4 Skin Care Products
- 5 Vintage Movie & Photography



55%



29%



16%



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00%



00%



100%



51%



42%



06%



01%



37%



59%



03%



01%



Electronics



Lifestyle



Collectibles



Media



Adventure junkies in Nagaland zoomed in on the scenic beauties buying the most binoculars

2010 Rank | Change | 2011 Rank  
32   ↑   31



Top eCommerce Hubs

- 1 Kohima
- 2 Dimapur
- 3 Mokokchung
- 4 Phek

Top Import Hubs

- 1 Kohima
- 2 Dimapur
- 3 Mokokchung
- 4 Phek

Top Export Hubs

- 1 Kohima
- 2 Dimapur

Domestic Top 5 Sold

- 1 Floaters
- 2 Hoodies
- 3 Laptops
- 4 Web Designing Services
- 5 Domain Names

Top 5 Exported

- 1 Internet Websites
- 2 Arts
- 3 Memberships

Domestic Top 5 Bought

- 1 Gas Lighters
- 2 Men's Fragrance
- 3 Camping Equipments
- 4 White Gold Rings
- 5 LED Lights

Top 5 Imported

- 1 Handbags
- 2 Heels
- 3 Trackballs
- 4 Lip Gloss
- 5 Electric Guitar



06%



69%



01%



24%



57%



43%



00%



00%



40%



53%



03%



03%



16%



74%



03%



07%



Electronics



Lifestyle



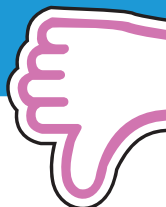
Collectibles



Media



The lassies of Sikkim indulged in princessy dreams importing the most tiaras and headbands



2010 Rank | Change | 2011 Rank  
28 ↓ 32

## Top eCommerce Hubs

1 Gangtok  
2 Rangpo

## Top Import Hubs

1 Gangtok  
2 Rangpo

## Top Export Hub

1 Gangtok

## Domestic Top 5 Sold

1 Micro SD Cards  
2 Ink Cartridges  
3 Wi-Fi Routers  
4 Haversacks  
5 Laptop Screen Protectors

## Top 5 Exported

1 Spiritual Collectibles  
2 Amulets & Pendants  
3 Collectible Watches  
4 Cufflinks  
5 Chandelier Earrings

## Domestic Top 5 Bought

1 Portable Hard Disks  
2 Camera Filters  
3 Kurtis  
4 Gardening Tools  
5 Adventure Games

## Top 5 Imported

1 Jade Pendants  
2 Boots  
3 Coats  
4 Coral Beads  
5 Teeth Whiteners



93%



07%



00%



00%



00%



14%



86%



00%



55%



40%



02%



03%



32%



62%



03%



04%



Electronics



Lifestyle



Collectibles



Media

The master chefs of Daman & Diu dressed their baked delights by importing the most cake garnishings



2010 Rank | Change | 2011 Rank  
30 ↓ 33



Top eCommerce Hubs

- 1 Daman
- 2 Diu

Top Import Hubs

- 1 Daman
- 2 Diu

Top Export Hub

- 1 Daman

Domestic Top 5 Sold

- 1 Smart Phones
- 2 TV Tuner Cards
- 3 Mobile Accessories
- 4 Men's Fragrances
- 5 DVD Players

Top 5 Exported

- 1 Smart Phones
- 2 TV Tuner Cards
- 3 Mobile Accessories
- 4 Men's Fragrances
- 5 DVD Players

Domestic Top 5 Bought

- 1 Antivirus Software
- 2 Headphones with Mic
- 3 Memory Card Readers
- 4 Bluetooth Devices
- 5 Hair Rollers

Top 5 Imported

- 1 Cake Icing Nozzles
- 2 Home Theatre Projectors
- 3 Laptop Batteries
- 4 Body Butters
- 5 Binoculars



50%



50%



00%



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00%



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00%



57%



31%



10%



02%



45%



49%



03%



03%



Electronics



Lifestyle



Collectibles



Media



Dadra Nagar Haveli spread its royal touch selling the most Kundan jewelley to pretty Indian dames



2010 Rank | Change | 2011 Rank  
32      ↓      34

### Top eCommerce Hub

1 Dadra & Nagar Haveli

### Top Import Hub

1 Dadra & Nagar Haveli

### Top Export Hub

1 Dadra & Nagar Haveli

### Domestic Top 5 Sold

- 1 Meena Jewellery
- 2 Multimedia Speakers
- 3 Electric Shavers
- 4 RAM
- 5 Car Kits

### Top 5 Exported

- 1 ICs & Processors

### Domestic Top 5 Bought

- 1 Home Security Systems
- 2 Men's Underwear
- 3 Heatsinks
- 4 Swimsuits
- 5 Electric Cookware

### Top 5 Imported

- 1 Mobile Cases & Covers
- 2 Electric Guitar
- 3 Auto Mouldings
- 4 Laptop Bags
- 5 Domain Names



58%



42%



00%



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62%



35%



03%



00%



59%



38%



03%



00%



Electronics



Lifestyle



Collectibles



Media

Keeping the holiday spirit alive, Lakshadweep sold a lot of printed tees to global buyers

2010 Rank | Change | 2011 Rank  
35   ← →   35



Top eCommerce Hub

1 Kavaratti

Top Import Hub

1 Kavaratti

Top Export Hub

1 Kavaratti

Domestic Top 5 Sold

- 1 Hair Conditioners
- 2 Toothpastes
- 3 Netbooks
- 4 Classic Novels
- 5 Tablets

Top 5 Exported

- 1 Softwares
- 2 Books

Domestic Top 5 Bought

- 1 Calling Cards
- 2 Drilling Tools
- 3 Vacuum Cleaners
- 4 Lingerie
- 5 Wireless Mouse

Top 5 Imported

- 1 British India Coins
- 2 4 GB Pen Drives
- 3 Calling Cards
- 4 Men's Tees
- 5 Gold Pendants



100%



00%



00%



00%



13%



00%



00%



87%



51%



43%



04%



02%



28%



67%



03%



03%



Electronics



Lifestyle



Collectibles



Media



eBay Census

# Top Ten Countries



Ever wondered why Americans never lose their youthful glow? Blame it not on the genes but the US being the biggest buyers of anti-aging products from Indians!

2010 Rank | Change | 2011 Rank

1

← →

1



Top 5 Sold

- 1 Indian Commonwealth Stamps
- 2 Designer Wrist Watches
- 3 Digital Cameras
- 4 Men's Shoes
- 5 Smart Phones



36%



38%



23%



03%

Top Selling Hubs

01

New York

02

Los Angeles

03

San Diego

04

Miami

05

Chicago

Top 5 Bought

- 1 Solitaire Pendants
- 2 Homeopathic Remedies
- 3 Bollywood Movies
- 4 Sarees
- 5 Auto Mouldings



04%



69%



08%



18%

Top Buying Hubs

01

New York

02

San Jose

03

Houston

04

Denver

05

San Diego



Electronics



Lifestyle



Collectibles



Media



Strike a match! UK lights up Indian homes with the most matchbox collectibles



2010 Rank | Change | 2011 Rank  
2   ← →   2

## Top 5 Sold

- 1 Asian Coins
- 2 Matchbox Collectibles
- 3 Jackets
- 4 Casual Tees
- 5 Vintage Car Parts



29%



33%



32%



05%

## Top Selling Hubs

- |        |            |            |         |           |
|--------|------------|------------|---------|-----------|
| 01     | 02         | 03         | 04      | 05        |
| London | Manchester | Birmingham | Norwich | Leicester |

## Top 5 Bought

- 1 Lampwork Crafts
- 2 Bike Accessories
- 3 Cricket Bats
- 4 Women's Trousers
- 5 PC Games



14%



71%



10%



06%

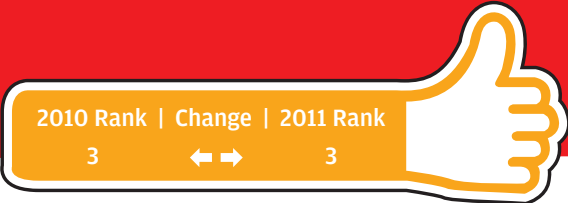
## Top Buying Hubs

- |        |           |            |            |            |
|--------|-----------|------------|------------|------------|
| 01     | 02        | 03         | 04         | 05         |
| London | Leicester | Nottingham | Birmingham | Manchester |





Our mates down under sell  
Yamaha motorcycle parts  
to biker fans in India



Top 5 Sold

- 1 British Coins
- 2 Gift Certificates
- 3 Herbs & Botanicals
- 4 Carbide Cutting Tools
- 5 Internet Promotion Services



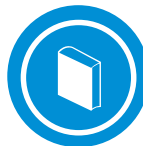
25%



31%



40%



03%

Top Selling Hubs



Top 5 Bought

- 1 Crystals & Minerals
- 2 Gemstone Earrings
- 3 Religious Posters
- 4 Belly Dancing Gear
- 5 Camera Filters



09%



74%



12%



06%

Top Buying Hubs





Diamonds are forever! Indian gals thank Canadian jewellers for dazzling them with diamonds



2010 Rank | Change | 2011 Rank

5

↑

4

#### Top 5 Sold

- 1 Natural Diamonds
- 2 Mint Stamps
- 3 Non Fiction Books
- 4 Headphones
- 5 LP Records



27%



33%



35%



05%

#### Top Selling Hubs

01

Toronto

02

Vancouver

03

Mississauga

04

Montreal

05

Aurora

#### Top 5 Bought

- 1 Chandelier Earrings
- 2 Gardening Tools
- 3 Auto Decals and Stickers
- 4 Knitting Yarns
- 5 Ethnic Bracelets



05%



75%



11%



09%

#### Top Buying Hubs

01

Edmonton

02

Toronto

03

Kingston

04

Calgary

05

Ottawa



Ship Ahoy! German sailors trade the most maritime stamps to Indian philatelists

2010 Rank | Change | 2011 Rank

6

↑

5



#### Top 5 Sold

- 1 Pneumatic Valves
- 2 HDMI TV Cables
- 3 Camcoders
- 4 Proximity Sensor Switches
- 5 Modems



15%



20%



63%



02%

#### Top Selling Hubs

01

Berlin

02

Wilhelmshaven

03

Herne

04

Munich

05

Hamburg

#### Top 5 Bought

- 1 Oriental Jewellery
- 2 Hair Braids
- 3 Emeralds
- 4 Evening Wear
- 5 Salwar Kameez



09%



71%



14%



06%

#### Top Buying Hubs

01

Berlin

02

Ronnenberg

03

Hamburg

04

Frankfurt

05

Munich



Electronics



Lifestyle



Collectibles



Media



French vogue may cause temperatures to rise but Parisian merchants sell the most number of thermometers to keep it in check!



2010 Rank | Change | 2011 Rank

7

↑

6

### Top 5 Sold

- 1 Control System Equipment
- 2 Transistors
- 3 Thermometers
- 4 Antique Images
- 5 Lightening Cream



05%



09%



84%



02%

### Top Selling Hubs

01

Paris

02

St. Paul

03

Lyon

04

Macon

05

Mulhouse

### Top 5 Bought

- 1 Irrigation Equipment
- 2 Designer Rings
- 3 Film Cameras
- 4 Silk Antiques
- 5 Tattoos



09%



77%



13%



02%

### Top Buying Hubs

01

Paris

02

Marseille

03

Toulouse

04

Schiltigheim

05

Lyon



The enchanting Nordic horse riders steal hearts with their charm: their fave horses wear saddles from India



2010 Rank | Change | 2011 Rank

11 | ↑ | 7

Top 5 Sold

- 1 Wildlife Stamps
- 2 LP Records
- 3 Web Hosting Services
- 4 Capacitors
- 5 Polymer Clay Crafts



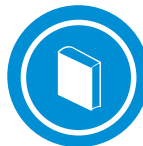
02%



06%



89%



02%

Top Selling Hubs

- 01  
Tilburg
- 02  
The Hague
- 03  
Heerhugowaard
- 04  
Amsterdam
- 05  
Zoetermeer

Top 5 Bought

- 1 Loose Bead Stones
- 2 Spiritual Paintings
- 3 Fabric Crafts
- 4 Razors
- 5 Quartz Gemstones



08%



69%



17%



06%

Top Buying Hubs

- 01  
Beverwijk
- 02  
Lelystad
- 03  
Delft
- 04  
Amsterdam
- 05  
Maastricht



Electronics



Lifestyle



Collectibles



Media



Russia adds a touch of sophistication to dining rooms, exporting the most crockery to Indian homemakers



2010 Rank | Change | 2011 Rank  
13    ↑    8

## Top 5 Sold

- 1 Russian Crockery
- 2 Moth Collectibles
- 3 Domain Names
- 4 Jeans
- 5 Locks



17%



54%



26%



03%

## Top Selling Hubs

- |                  |        |             |             |          |
|------------------|--------|-------------|-------------|----------|
| 01               | 02     | 03          | 04          | 05       |
| Saint Petersburg | Moscow | Rostovskaya | Novosibirsk | Voronezh |

## Top 5 Bought

- 1 Postcards
- 2 Sapphire
- 3 Video Shooting Equipments
- 4 Hair Oils
- 5 Eyeliners



08%



72%



18%



02%

## Top Buying Hubs

- |        |                  |         |              |       |
|--------|------------------|---------|--------------|-------|
| 01     | 02               | 03      | 04           | 05    |
| Moscow | Saint Petersburg | Armavir | Ekaterinburg | Anapa |



Italians help us bask in the sunshine, exporting the most sunscreens to Indians. Mamma Mia!

2010 Rank | Change | 2011 Rank

9

← →

9



#### Top 5 Sold

1 Scrapbooking Punches

2 Sunscreens

3 Print Artworks

4 Fishing Lure

5 Bonsai Plants



19%



35%



44%



01%

#### Top Selling Hubs

01

Parma

02

Milan

03

Florence

04

Rome

05

Turin

#### Top 5 Bought

1 Vintage Motorcycle Parts

2 Poster Collectibles

3 Action Games

4 LEDs

5 Handmade Knives



10%



68%



19%



03%

#### Top Buying Hubs

01

Rome

02

Milan

03

Bologna

04

La Spezia

05

Venice



Electronics



Lifestyle



Collectibles



Media



Look into my eyes! Spaniards gravitated towards the healing pendulums and spheres from Indian sellers



2010 Rank | Change | 2011 Rank  
10 ← → 10

## Top 5 Sold

- 1 Blush
- 2 Spanish Coins
- 3 Bird Collectibles
- 4 Chewing Gums
- 5 LAN Cards



11%



39%



48%



02%

## Top Selling Hubs

- |          |        |        |           |        |
|----------|--------|--------|-----------|--------|
| 01       | 02     | 03     | 04        | 05     |
| Valencia | Toledo | Madrid | Barcelona | Malaga |

## Top 5 Bought

- 1 Gardening Equipment
- 2 Yarn Crafts
- 3 Auto Styling Parts
- 4 Vintage Fabrics
- 5 Aromatherapy



09%



76%



13%



01%

## Top Buying Hubs

- |        |         |           |       |         |
|--------|---------|-----------|-------|---------|
| 01     | 02      | 03        | 04    | 05      |
| Madrid | Sevilla | Barcelona | Ceuta | Almeria |





## About eBay Inc.

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 97 million active registered users worldwide and has a global presence in 39 markets, including the U.S. eBay provides an international platform where practically anyone can trade practically anything. eBay enables trade on a local, national and international basis with customized sites in markets around the world. Through an array of services, eBay is enabling global eCommerce for an ever-growing online community.

## About eBay India

eBay India ([www.eBay.in](http://www.eBay.in)), India's leading eCommerce marketplace, is India's No. 1 online shopping destination where thousands of Indian entrepreneurs list a wide range of products across Electronics, Lifestyle, Collectibles and Media categories. eBay India is a 100% subsidiary of eBay Inc.

## eBay India Community

eBay India has an over 3 million strong community from across 3,878 Indian cities. eBay India has over 1 million Facebook fans on [www.facebook.com/ebaydotin](http://www.facebook.com/ebaydotin). Approximately 23,000 sellers sell on eBay India annually. Over 2 million products are available for sale on eBay India every day.

# AN AVERAGE DAY ON EBAY INDIA



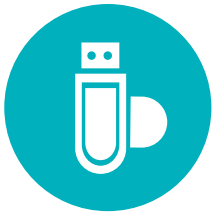
A mobile accessory sells every 3 minutes



A piece of jewellery sells every 4 minutes



A coin or note sells every 4 minutes



A portable storage device or pen drive sells every 4 minutes



A health or beauty product sells every 4 minutes



A mobile handset sells every 5 minutes



A piece of apparel sells every 7 minutes



A stamp sells every 8 minutes



A watch sells every 9 minutes



A car or bike accessory sells every 11 minutes



A piece of home décor sells every 12 minutes



A toy sells every 17 minutes



A fitness & sports item sells every 18 minutes



A book or magazine sells every 20 minutes



A laptop sells every 27 minutes



A MP3 player sells every 28 minutes



A digital camera sells every 39 minutes



A video game console sells every 39 minutes

### eBay Mobile Commerce

Access eBay India on the go through a suite of Mobile apps, Mobile web or SMS Price Check on [www.ebay.in/mobile](http://www.ebay.in/mobile)

### How to buy an item?

Buying on eBay is easier than hopping across the road to buy your daily groceries. Read more at [www.ebay.in/buy](http://www.ebay.in/buy)

### Global Easy Buy:

Love shopping for branded products? eBay Global Easy Buy is where you can buy the best gadgets & fashion from the US and get doorstep delivery on [www.ebay.in/geb](http://www.ebay.in/geb)

### How to sell an item?

Starting an online business is easy. All you need is a computer with an internet connection. Learn how at [www.ebay.in/sellercentral](http://www.ebay.in/sellercentral)

### eBay India Online Media Centre:

Get the latest news on eBay India on [www.ebay.in/mediacentre](http://www.ebay.in/mediacentre)

### eBay India Charity Fundraising:

Shop for a cause from Indian charities or bid on exclusive celebrity memorabilia on [www.ebay.in/charity](http://www.ebay.in/charity)

### Advertise with eBay

Can't get enough of eBay? Promote your business here at eBay India. [www.ebay.in/advertising](http://www.ebay.in/advertising)

### eBay Customer Support

Contact eBay customer support at [www.ebay.in/customersupport](http://www.ebay.in/customersupport), or choose from email, chat or phone on 1800 2093229

### eBay Guarantee

To ensure that your shopping experience on eBay is safe and secure, you are provided with the resolute eBay Guarantee program which offers you a refund or replacement. Learn how at [www.ebay.in/guarantee](http://www.ebay.in/guarantee)

### Social Media

Like us on Facebook on [www.facebook.com/ebaydotin](http://www.facebook.com/ebaydotin) or Tweet to us on [www.twitter.com/ebayindia](http://www.twitter.com/ebayindia)



If you enjoyed reading the

# eBay Census Guide,

we would like to hear from you.

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## Methodology

eBay Census 2011 research findings were based on an analysis of all online buying and selling transactions by Indians on eBay between July 1, 2010 and June 30, 2011. eBay India analysed eBay transactions over a year within the individual Indian States & Union Territories as well as the key Indian cities to identify the top Buying and Selling Hubs based on the number of transactions that have happened on the eBay India site over the second half of 2010 and the first half of 2011. In addition, retail export transactions & retail import transactions between global eBayers and Indian eBayers were analysed. Interesting fun facts, unique purchases, local, national and global trends all come to light in eBay India Census 2011.