METHODOLOGY

eBay Census 2012 research findings were based on an analysis of all online buying and selling transactions by Indians on eBay between July 1, 2011 and December 31, 2012. eBay India analysed eBay transactions over an 18 month period 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. 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 2012.

IF YOU ENJOY READING THE EBAY CENSUS GUIDE, WE WOULD LIKE TO HEAR FROM YOU.

Please write to mediacentreindia@ebay.com or tweet on www.twitter.com/ebayindia or post on www.facebook.com/ebaydotin
FOREWORD

The eCommerce Industry is growing rapidly every year with many savvy Indians taking to online shopping to research products, compare prices & to shop online. Many brands, retailers & entrepreneurs have understood the benefits of leveraging eCommerce to provide access to their products across the country.

Over the last 8 years, eBay India has had a defining role in shaping Indian eCommerce & has introduced many innovations to the Indian market. We continue to lead & innovate every day & are committed to fostering the growth of eCommerce in India. We actively evangelise the benefits of eCommerce to buyers, merchants, government, brands & industry bodies. The eBay India Census is a key initiative on the annual agenda. The eBay Census Guide, now in its fifth 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 came into play which influence the eCommerce purchases captured in eBay Census

- **Massification**: eCommerce in India is now mass with consumers from across 4,306 Indian cities in all 28 States & 7 Union Territories now shopping online.
- **Retail Exports**: Indian entrepreneurs are now exporting a variety of handcrafted products to consumers from 201 countries.
- **Tabletization**: Cheaper Mobile & Tablet devices have enabled shopping on the go & consumers are increasing the time spent online
- **Women shoppers**: With the increase in women shoppers, lifestyle categories are surging ahead & now contribute a major portion of the pie.
- **Import Buying**: Online shoppers are opening up their wallets to the attraction of international products tapping into wider selection.

As eCommerce becomes a habit, shopping online is providing savvy Indian consumers with great value, unmatched selection & a convenient shopping experience. Read on to decode the online shopping habits of the smart shopper.

**Muralikrishnan B**
Country Manager
KEY FINDINGS

1. **ECOMMERCE HUBS**: 4,306
2. **Bharat Hubs**: 3,281
3. **Rural Hubs**: 1,015
4. **Export Hubs**: 523
5. **Import Hubs**: 2,638
6. **Global Buying Hubs**: 201
7. **Global Selling Hubs**: 141

**TOP 5 TRADED**

1. **Laptop Accessories**
2. **Men’s Wallets**
3. **Tablets**
4. **Men’s Wrist Watches**
5. **ModeMs**

**Lifestyle**: 41%

**Electronics**: 48%

**Media**: 2%

**Collectibles**: 9%

**TOP 5 EXPORTED**

1. **Natural Diamonds**
2. **Fashion Necklaces**
3. **Homeopathic Herbal Remedies**
4. **Sarees**
5. **Gardening Supplies**

**Lifestyle**: 80%

**Electronics**: 6%

**Media**: 5%

**Collectibles**: 9%

**TOP 5 IMPORTED**

1. **Smart Phones**
2. **Natural Diamonds**
3. **Wrist Watches**
4. **Fashion Necklaces**
5. **Mobile Screen Protectors**

**Lifestyle**: 50%

**Electronics**: 32%

**Media**: 2%

**Collectibles**: 16%
KEY FINDINGS

TOP 10 ECOMMERCE HUBS
1. DELHI
2. MUMBAI
3. JAIPUR
4. BENGALURU
5. CHENNAI
6. HYDERABAD
7. AHMEDABAD
8. KOLKATA
9. CHANDIGARH
10. PUNE

TOP 10 STATES
1. MAHARASHTRA
2. DELHI
3. RAJASTHAN
4. TAMIL NADU
5. KARNATAKA
6. GUJARAT
7. ANDHRA PRADESH
8. UTTAR PRADESH
9. KERALA
10. HARYANA

TOP 10 COUNTRIES
1. UNITED STATES
2. UNITED KINGDOM
3. AUSTRALIA
4. CHINA
5. CANADA
6. GERMANY
7. FRANCE
8. RUSSIA
9. HONG KONG
10. ITALY

TOP 10 BRANDS
1. SAMSUNG
2. APPLE
3. SONY
4. NOKIA
5. SANDISK
6. BLACKBERRY
7. CANON
8. TRANSCEND
9. MICROMAX
10. NIKON
### KEY FINDINGS

#### TOP 10 RURAL HUBS

1. Guntur (AP)  
2. Choryasi (GJ)  
3. Karthikappally (KL)  
4. Villupuram (TN)  
5. Dindori (MH)  
6. Jalgaon (MH)  
7. Chrayinkeezhu (KL)  
8. Kuttalam (TN)  
9. Kunnathunad (KL)  
10. Kadam (JH)

#### TOP 10 RURAL EXPORT HUBS

1. Choryasi (GJ)  
2. Kuttalam (TN)  
3. Juh (UP)  
4. Dindori (MH)  
5. Udumbanchola (KL)  
6. Jalgaon (MH)  
7. Kadambagachhi (WB)  
8. Gadra (RJ)  
9. Meenachil (KL)  
10. Guntur (AP)

#### TOP 10 RURAL IMPORT HUBS

1. Guntur (AP)  
2. Dindori (MH)  
3. Karthikappally (KL)  
4. Jalgaon (MH)  
5. Choryasi (GJ)  
6. Kunnathunad (KL)  
7. Chrayinkeezhu (KL)  
8. Rampur (UP)  
9. Meenachil (KL)  
10. Gadag (KA)
KEY FINDINGS

TOP 5 RURAL TRADED

1. MOBILE PHONE CASES
2. REPUBLIC OF INDIA NOTES
3. MODEMS
4. BLUETOOTH HEADSETS
5. TABLETS

- LIFESTYLE 36%
- ELECTRONICS 54%
- MEDIA 1%
- COLLECTIBLES 9%

TOP 5 RURAL EXPORTED

1. NATURAL DIAMONDS
2. SALWAR KAMEEZ
3. TEMPORARY TATTOOS
4. DECORATIVE CRYSTALS
5. SAREES

- LIFESTYLE 86%
- ELECTRONICS 2%
- MEDIA 0%
- COLLECTIBLES 12%

TOP 5 RURAL IMPORTED

1. SMART PHONES
2. WRIST WATCHES
3. GPS HOLDERS
4. SOLAR ENERGY PANELS
5. LAPTOPS

- LIFESTYLE 39%
- ELECTRONICS 49%
- MEDIA 1%
- COLLECTIBLES 11%
DELHI - CITY

DELHITES INDULGE THEIR SWEET TOOTH ON EBAY BY BUYING THE MOST CHOCOLATES

DOMESTIC TOP 5 BOUGHT
1. BODY CARE
2. MOBILE SCREEN PROTECTORS
3. 8GB PEN DRIVES
4. MEN’S WALLETS
5. MEN’S FRAGRANCES

LIFESTYLE: 43%
ELECTRONICS: 47%
MEDIA: 2%
COLLECTIBLES: 8%

DOMESTIC TOP 5 SOLD
1. MOBILE HEADSETS
2. MEN’S WRISTWATCHES
3. TOOL KITS
4. CAR WAXES
5. REPUBLIC OF INDIA NOTES

LIFESTYLE: 41%
ELECTRONICS: 51%
MEDIA: 3%
COLLECTIBLES: 5%

TOP 5 IMPORTED
1. SMARTPHONES
2. FASHION NECKLACES
3. HANDBAGS
4. VIDEO GAME CONSOLES
5. MEN’S COATS

LIFESTYLE: 49%
ELECTRONICS: 32%
MEDIA: 3%
COLLECTIBLES: 16%

TOP 5 EXPORTED
1. NATURAL DIAMONDS
2. AUTO MOULDINGS & TRIMS
3. AROMATHERAPY
4. SILK FABRICS
5. SAREES

LIFESTYLE: 83%
ELECTRONICS: 4%
MEDIA: 7%
COLLECTIBLES: 6%
MUMBAI - CITY

MUMBAI HELPED FASHIONISTAS STYLIZE THEIR LOOKS BY EXPORTING THE MOST FASHION JEWELLERY

TOP 5 EXPORTED
1. GEMSTONE NECKLACES
2. CRAFTS FABRIC
3. DVDS & BLU-RAY DISCS
4. WATCH PARTS
5. SKIRTS

LIFESTYLE 77%
ELECTRONICS 6%
MEDIA 6%
COLLECTIBLES 11%

DOMESTIC TOP 5 SOLD
1. LAPTOP ACCESSORIES
2. MEN’S WALLETS
3. WOMEN’S FASHION WATCHES
4. INDIAN STAMPS
5. TABLETS

LIFESTYLE 58%
ELECTRONICS 36%
MEDIA 2%
COLLECTIBLES 4%

DOMESTIC TOP 5 BOUGHT
1. MOBILE CASES
2. BRITISH INDIA COINS
3. MEN’S FRAGRANCES
4. MEMORY CARD READERS
5. TABLETS

LIFESTYLE 38%
ELECTRONICS 46%
MEDIA 2%
COLLECTIBLES 14%

TOP 5 IMPORTED
1. BRITISH COLONIAL STAMPS
2. MOBILE PHONE SKINS
3. FASHION NECKLACES
4. DRESSES
5. UNISEX HATS

LIFESTYLE 55%
ELECTRONICS 23%
MEDIA 2%
COLLECTIBLES 20%
Autoenthusiasts in Jaipur get playful with the most toy car purchases on eBay

Domestic Top 5 Sold
1. Bed Linen
2. Mobile Handfree Sets
3. Silver Jhumkas
4. Kurtis
5. Room Heaters

Lifestyle: 31%
Electronics: 63%
Media: 1%
Collectibles: 5%

Top 5 Exported
1. Onyx Gemstones
2. Gemstone Earrings
3. Handcrafted Rings
4. Salwar Kameez
5. Handbags

Lifestyle: 99%
Electronics: 0%
Media: 0%
Collectibles: 1%

Domestic Top 5 Bought
1. Memory Card Readers
2. Smartphones
3. Men’s Wristwatches
4. Face Care Products
5. Precious Metal Coins

Lifestyle: 49%
Electronics: 42%
Media: 2%
Collectibles: 8%

Top 5 Imported
1. Fashion Bracelets
2. Smartphones
3. Coral Gemstones
4. Tiles & Flooring
5. Women’s Coats

Lifestyle: 85%
Electronics: 6%
Media: 1%
Collectibles: 8%
BENGALURU - CITY

BENGALURU HELPS MEDITATORS SEEK INNER PEACE BY EXPORTING THE MOST YOGA VIDEOS

TOP BRANDS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand</th>
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<tbody>
<tr>
<td>1</td>
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<td>SONY</td>
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<td>4</td>
<td>NOKIA</td>
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<tr>
<td>5</td>
<td>SANDISK</td>
</tr>
</tbody>
</table>

DOMESTIC TOP 5 SOLD

1. SMARTPHONES
2. EXTERNAL DRIVE CASINGS
3. MEN’S WALLETS
4. CAR WAXES
5. PET ACCESSORIES

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>LIFESTYLE</td>
<td>25%</td>
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<td>ELECTRONICS</td>
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<tr>
<td>MEDIA</td>
<td>1%</td>
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<tr>
<td>COLLECTIBLES</td>
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</table>

TOP 5 EXPORTED

1. NATURAL DIAMONDS
2. CRAFTS YARN
3. MOVIE DVDS
4. HAIR LOSS REMEDIES
5. COMMEMORATIVE COINS

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<th>Percentage</th>
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<tr>
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<td>68%</td>
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<td>MEDIA</td>
<td>20%</td>
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<tr>
<td>COLLECTIBLES</td>
<td>8%</td>
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</table>

DOMESTIC TOP 5 BOUGHT

1. HOME THEATRE ACCESSORIES
2. CAMERA FILTERS
3. MEN’S WRIST WATCHES
4. MEN’S FRAGRANCES
5. WEIGHT TRAINING EQUIPMENT

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<tbody>
<tr>
<td>LIFESTYLE</td>
<td>38%</td>
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<tr>
<td>ELECTRONICS</td>
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<tr>
<td>MEDIA</td>
<td>2%</td>
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<tr>
<td>COLLECTIBLES</td>
<td>9%</td>
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</tbody>
</table>

TOP 5 IMPORTED

1. SMARTPHONES
2. CAPACITORS
3. EUROPEAN SCRIPOPHILY
4. CRAFT BEADS
5. FASHION EARRINGS

<table>
<thead>
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<th>Percentage</th>
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<tbody>
<tr>
<td>LIFESTYLE</td>
<td>46%</td>
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<td>2%</td>
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<tr>
<td>COLLECTIBLES</td>
<td>16%</td>
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</table>
CHENNAI - CITY

CHENNAI KEEPS INDIAN KIDS AMUSED WITH THE MOST BATTERY OPERATED TOY SALES

**TOP BRANDS**

1. SONY (Rank 1)
2. SAMSUNG (Rank 2)
3. APPLE (Rank 3)
4. SANDISK (Rank 4)
5. NOKIA (Rank 5)

**DOMESTIC TOP 5 SOLD**

1. SMARTPHONES
2. INDIAN FIRST DAY COVERS
3. TABLETS
4. CONDOMS
5. PRECIOUS METAL COINS

- **LIFESTYLE:** 26%
- **ELECTRONICS:** 52%
- **MEDIA:** 1%
- **COLLECTIBLES:** 21%

**TOP 5 EXPORTED**

1. NATURAL EMERALD
2. MARBLE TILES
3. TEMPORARY TATTOOS
4. MEN'S SHIRTS
5. MEN'S UNDERWEAR

- **LIFESTYLE:** 77%
- **ELECTRONICS:** 4%
- **MEDIA:** 1%
- **COLLECTIBLES:** 18%

**DOMESTIC TOP 5 BOUGHT**

1. LAPTOP ACCESSORIES
2. BRITISH INDIA COINS
3. MEN'S WALLETS
4. MEN'S FRAGRANCES
5. KURTIS

- **LIFESTYLE:** 40%
- **ELECTRONICS:** 49%
- **MEDIA:** 2%
- **COLLECTIBLES:** 9%

**TOP 5 IMPORTED**

1. CHINA STAMPS
2. DIECAST CARS
3. PURSES
4. MEN'S SUNGLASSES
5. LAPTOPS

- **LIFESTYLE:** 50%
- **ELECTRONICS:** 30%
- **MEDIA:** 1%
- **COLLECTIBLES:** 19%

**2012 RANK CHANGES**

- 1. APPLE (Up)
- 2. SAMSUNG (Up)
- 3. SANDISK (Up)
- 4. SONY (Down)
- 5. NOKIA (Down)
HYDERABAD - CITY

HYDERABAD HELPED THE SUAVE MEN IN BLACK SCRUB UP WELL BY SELLING THE MOST ELECTRIC SHAVERS

TOP BRANDS

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<td>SANDISK</td>
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</tbody>
</table>

2012 RANK 6
2011 RANK 6
CHANGE

DOMESTIC TOP 5 SOLD

1. UMBRELLAS
2. MEN'S CHRONOGRAPH WATCHES
3. LIGHTING ACCESSORIES
4. ANTI-AGING PRODUCTS
5. PEELERS & SLICERS

LIFESTYLE 59%
ELECTRONICS 34%
MEDIA 1%
COLLECTIBLES 6%

TOP 5 EXPORTED

1. MOVIE DVDS
2. CRYSTAL BANGLES
3. WOMEN'S SWIMWEAR
4. LIGHTENING CREAMS
5. COMICS

LIFESTYLE 44%
ELECTRONICS 26%
MEDIA 26%
COLLECTIBLES 4%

DOMESTIC TOP 5 BOUGHT

1. TABLETS
2. BLUETOOTH HEADSETS
3. KURTIS
4. MEN'S FRAGRANCES
5. CAMERA FILTERS

LIFESTYLE 42%
ELECTRONICS 48%
MEDIA 1%
COLLECTIBLES 9%

TOP 5 IMPORTED

1. PNEUMATIC VALVES
2. HEADPHONES
3. HANDBAGS
4. MALAYSIA COINS
5. CAMERAS LENSES

LIFESTYLE 42%
ELECTRONICS 37%
MEDIA 2%
COLLECTIBLES 19%

HYDERABAD HELPED THE SUAVE MEN IN BLACK SCRUB UP WELL BY SELLING THE MOST ELECTRIC SHAVERS
AHMEDABAD - CITY

FEMME FATALES OF AHMEDABAD ARE PICKY ABOUT THEIR CHEMISES FOR THEY IMPORTED THE MOST LINGERIE

**Domestic Top 5 Sold**
1. 16GB MICRO SD CARDS  - LIFESTYLE 29%
2. COLOUR INK CARTRIDGES - ELECTRONICS 46%
3. DIAMONDS JEWELLERY SETS - MEDIA 0%
4. WOMEN'S CASUAL PANTS  - COLLECTIBLES 25%
5. MEN'S FLOATERS

**Top 5 Exported**
1. NATURAL DIAMONDS  - LIFESTYLE 63%
2. SALWAR KAMEEZ - ELECTRONICS 0%
3. TEMPORARY TATTOOS - MEDIA 16%
4. SAREES
5. PANTYHOSE & TIGHTS - COLLECTIBLES 21%

**Domestic Top 5 Bought**
1. TALCUM POWDER  - LIFESTYLE 48%
2. MOBILE SCREEN PROTECTORS - ELECTRONICS 43%
3. MODEMS - MEDIA 1%
4. MEN'S FRAGRANCES
5. TABLETS - COLLECTIBLES 8%

**Top 5 Imported**
1. NAIL ART  - LIFESTYLE 44%
2. HANDBAGS - ELECTRONICS 41%
3. SKIN CARE TRAVEL KITS - MEDIA 1%
4. MEN'S TEES
5. RADIO CONTROL TOY HELICOPTERS - COLLECTIBLES 14%
KOLKATA - CITY

ARTSY KOLKATANS EXPORTED THE MOST TIBETAN COLLECTIBLES

TOP BRANDS

1. NOKIA
2. SAMSUNG
3. SONY
4. APPLE
5. SANDISK

DOMESTIC TOP 5 SOLD

1. CAMERAS TRIPODS
2. EMERGENCY LIGHTS
3. KEY CHAINS
4. HANDBAGS
5. TABLETS

LIFESTYLE 30%
ELECTRONICS 53%
MEDIA 1%
COLLECTIBLES 16%

TOP 5 EXPORTED

1. LP RECORDS
2. ANKLETS
3. BHUTAN STAMPS
4. MEN'S TEES
5. ANTIVIRUS SOFTWARE

LIFESTYLE 34%
ELECTRONICS 6%
MEDIA 8%
COLLECTIBLES 52%

DOMESTIC TOP 5 BOUGHT

1. DUAL SIM MOBILE PHONES
2. INDIAN STAMPS MINIATURE SHEETS
3. MEN'S WRISTWATCHES
4. MEN'S FRAGRANCES
5. AFRICAN COINS

LIFESTYLE 35%
ELECTRONICS 45%
MEDIA 2%
COLLECTIBLES 18%

TOP 5 IMPORTED

1. CAMCORDERS
2. VIDEO GLASSES
3. PERENNIAL FLOWER SEEDS
4. MILITARY ACTION FIGURE TOYS
5. DRESSES

LIFESTYLE 37%
ELECTRONICS 26%
MEDIA 4%
COLLECTIBLES 33%
CHANDIGARH WORKED UP A SWEAT BY SELLING THE MOST TREADMILLS TO FITNESS FREAKS

DOMESTIC TOP 5 BoughT
1. MOBILE ACCESSORIES
2. MEMORY CARD READERS
3. WOMEN’S FRAGRANCES
4. DESIGNER PENS
5. CAR PERFUMES

DOMESTIC TOP 5 SOLD
1. BLUETOOTH DONGLES
2. 5 DVD PACKS
3. REGULAR EXERCISE CYCLES
4. PC SOUND CARDS
5. MEN’S METAL FRAME SUNGLASSES

DOMESTIC TOP 5 EXPORTED
1. CAMERAS LENS FILTERS
2. HOMEOPATHIC HERBAL REMEDIES
3. SMARTPHONES
4. HORSE Saddles
5. MOBILITY & DISABILITY BRACES

TOP 5 IMPORTED
1. DRESSES
2. VIDEO GAME STYLUSES
3. PURSES
4. TOPS
5. SUNGLASSES

TOP BRANDS
1. SAMSUNG
2. APPLE
3. SONY
4. CANON
5. SANDISK

2012 RANK
2011 RANK
CHANGE
TOMANYA HOMEMAKER’S DELIGHT, PUNE SOLD MORE KITCHEN ACCESSORIES THAN ANY OTHER CITY

**TOP BRANDS**

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</tbody>
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**DOMESTIC TOP 5 SOLD**

1. TABLETS
2. ROUTERS
3. MEN’S PRINTED TEES
4. SPORTS SHOES
5. SALWAR SUITMATERIAL

**LIFESTYLE** 23%
**ELECTRONICS** 65%
**MEDIA** 0%
**COLLECTIBLES** 12%

**DOMESTIC TOP 5 BOUGHT**

1. MOBILE PHONE CASES
2. ASIAN CURRENCY
3. MEN’S WRISTWATCHES
4. MEN’S FRAGRANCES
5. KURTIS

**LIFESTYLE** 38%
**ELECTRONICS** 48%
**MEDIA** 2%
**COLLECTIBLES** 12%

**TOP 5 IMPORTED**

1. CRAFT BEADS
2. CAMERA LENS ADAPTERS
3. DRESSES
4. MEN’S SUNGLASSES
5. AMPLIFIERS

**LIFESTYLE** 52%
**ELECTRONICS** 36%
**MEDIA** 1%
**COLLECTIBLES** 11%

**TOP 5 EXPORTED**

1. DIARIES
2. TABLETS
3. PILLOW CASES
4. KEYBOARD FOLIOS
5. WALL ORNAMENTS

**LIFESTYLE** 44%
**ELECTRONICS** 15%
**MEDIA** 9%
**COLLECTIBLES** 32%
MAHARASHTRA - STATE

MAHARASHTRA KEEPS INDIAN LAPTOPS CHIC
BY SELLING THE MOST NUMBER OF LAPTOP SKINS ON EBAY

TOP ECOMMERCE HUBS
1. MUMBAI
2. PUNE
3. NAGPUR
4. AURANGABAD
5. NASHIK

TOP RURAL HUBS
1. DINDORI
2. JALGAON
3. SELOO
4. TUMSAR
5. JAWALI

TOP EXPORT HUBS
1. MUMBAI
2. NAGPUR
3. NASHIK
4. PUNE
5. AURANGABAD

TOP 5 SOLD
1. MEN'S FRAGRANCES  LIFESTYLE  56%
2. TABLETS  ELECTRONICS  38%
3. LAPTOP SKINS  MEDIA  1%
4. SEWING MACHINES  COLLECTIBLES  5%
5. HEADPHONES

TOP 5 EXPORTED
1. GEMSTONE PENDANTS  LIFESTYLE  74%
2. DECORATIVE CRYSTALS  ELECTRONICS  6%
3. SKIRTS  MEDIA  6%
4. RAZOR BLADES  COLLECTIBLES  14%
5. WRISTWATCH STRAPS

DOMESTIC TOP 5 BOUGHT
1. TABLETS  LIFESTYLE  37%
2. DATA CABLES  ELECTRONICS  47%
3. MEN'S FRAGRANCES  MEDIA  2%
4. INDIAN STAMPS MINIATURES  COLLECTIBLES  14%
5. SMARTPHONES

TOP 5 IMPORTED
1. GEMSTONE PENDANTS  LIFESTYLE  53%
2. DRESSES  ELECTRONICS  27%
3. UNISEX HATS  MEDIA  2%
4. FASHION BRACELETS  COLLECTIBLES  18%
5. VIDEO GAMES

TOP 5 IMPORTED
1. GEMSTONE PENDANTS  LIFESTYLE  53%
2. DRESSES  ELECTRONICS  27%
3. UNISEX HATS  MEDIA  2%
4. FASHION BRACELETS  COLLECTIBLES  18%
5. VIDEO GAMES

2012 RANK
2011 RANK
CHANGE
DELHI PROPAGATES ROAD SAFETY FOR INDIAN RIDERS
BY SELLING THE MOST RIDER PROTECTIVE GEAR

DOMESTIC TOP 5 SOLD
1. MOBILE HEADSETS
2. MEN’S WRISTWATCHES
3. TOOL KITS
4. CAR WAXES
5. REPUBLIC OF INDIA NOTES

TOP 5 EXPORTED
1. NATURAL DIAMONDS
2. AUTO MOULDINGS & TRIMS
3. AROMATHERAPY
4. SILK FABRICS
5. SAREES

DOMESTIC TOP 5 BOUGHT
1. BODY CARE
2. MOBILE SCREEN PROTECTOR
3. 8GB PEN DRIVES
4. MEN’S WALLETS
5. MEN’S FRAGRANCES

TOP 5 IMPORTED
1. SMARTPHONES
2. FASHION NECKLACES
3. HANDBAGS
4. VIDEO GAME CONSOLES
5. MEN’S COATS
### Domestic Top 5 Sold

<table>
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<td>Handbags</td>
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</table>

#### Top 5 Exported

1. Onyx Gemstones  
2. Gemstone Earrings  
3. Salwar Kameez  
4. Decorative Swords  
5. Sarees

#### Domestic Top 5 Bought

1. Calling Cards  
2. Mobile Phone Cases  
3. Talcum Powder  
4. Men’s Wallets  
5. Smartphones

#### Top 5 Imported

1. Handcrafted Bracelets  
2. Natural Diamonds  
3. Women’s Intimates  
4. Men’s Jackets  
5. Floor Tiles
DOMESTIC TOP 5 SOLD
1. SMARTPHONES 29%
2. MEN’S POLO TEES 49%
3. CONDOMS 1%
4. PRECIOUS METAL COINS 21%
5. DECORATIVE MIRRORS

TOP 5 EXPORTED
1. NATURAL EMERALDS 83%
2. MARBLE TILES 4%
3. HAIR DAMAGE TREATMENTS 1%
4. VESTMENTS 12%
5. SAREES

DOMESTIC TOP 5 BOUGHT
1. 8GB PEN DRIVES 39%
2. TABLETS 50%
3. FOOD STORAGE CONTAINERS 2%
4. KURTIS 9%
5. WOMEN’S NOVELTY WATCHES

TOP 5 IMPORTED
1. TANZANITE GEMSTONES 50%
2. BUTTERFLY COLLECTIBLES 31%
3. MEN’S SUNGLASSES 1%
4. PURSES 18%
5. MEN’S TEES
KARNATAKA - STATE

KARNATAKA TEACHES THE WORLD HOW TO LOVE VINYLs BY EXPORTING THE MOST LP RECORDS

DOMESTIC TOP 5 SOLD
1. EXTERNAL DRIVE CASINGS (LIFESTYLE 28%)
2. ART SILK SAREES (ELECTRONICS 61%)
3. CAR PERFUMES (MEDIA 1%)
4. VESTS (COLLECTIBLES 10%)
5. LAPTOP BAGS

DOMESTIC TOP 5 BOUGHT
1. MOBILE SCREEN PROTECTORS (LIFESTYLE 37%)
2. MEN'S FRAGRANCES (ELECTRONICS 52%)
3. EAR PLUGS (MEDIA 2%)
4. WEIGHT TRAINING EQUIPMENT (COLLECTIBLES 9%)
5. KURTIS

DOMESTIC TOP 5 IMPORTED
1. 3D GLASSES (LIFESTYLE 46%)
2. PURSES (ELECTRONICS 36%)
3. LAPTOPS (MEDIA 2%)
4. MEN'S SUNGLASSES (COLLECTIBLES 16%)
5. FASHION RINGS

TOP RURAL HUBS
1. BENGALURU
2. MYSORE
3. MANGALORE
4. DAVANAGERE
5. UDUPI

TOP EXPORT HUBS
1. BENGALURU
2. MANGALORE
3. MYSORE
4. BELGAUM
5. KUNDGOL

TOP ECOCOMMERCE HUBS
1. BENGALURU
2. MYSORE
3. MANGALORE
4. DAVANAGERE
5. UDUPI

CHANGE
2012 RANK 5
2011 RANK 4

KARNATAKA TEACHES THE WORLD HOW TO LOVE VINYLs BY EXPORTING THE MOST LP RECORDS

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GUJ ARAT - STATE

GUJ ARAT HEALED THE WORD BY EXPORTING MOST CRYSTAL HEALING PENDANTS

TOP ECOCOMMERCE HUBS
1. AHMEDABAD
2. VAZODARA
3. SURAT
4. DOD BALLAPUR
5. KUNZER

TOP RURAL HUBS
1. CHORASAR
2. SONGADH
3. OKHAMANDAL
4. OLPAH
5. NAKHATRANA

TOP EXPORT HUBS
1. AHMEDABAD
2. SURAT
3. PALANPUR
4. VAZODARA
5. BHAVNAGAR

DOMESTIC TOP 5 SOLD
1. MACHINE EMBROIDERED SAREES
LIFESTYLE 36%
2. 8GB PEN DRIVES
ELECTRONICS 49%
3. NATURAL DIAMONDS
MEDIA 0%
4. SMARTPHONES
COLLECTIBLES 15%
5. DRESS MATERIAL

TOP 5 EXPORTED
1. MOVIE BLU-RAY DISCS
LIFESTYLE 79%
2. RELIGIOUS POSTERS
ELECTRONICS 5%
3. HOMEOPATHIC HERBAL REMEDIES
MEDIA 6%
4. SALWAR KAMEEZ
COLLECTIBLES 10%
5. DIAMOND RINGS

DOMESTIC TOP 5 BOUGHT
1. MODEMS
LIFESTYLE 44%
2. BRITISH INDIA COINS
ELECTRONICS 46%
3. TABLETS
MEDIA 1%
4. WOMEN’S FRAGRANCES
COLLECTIBLES 9%
5. KURTIS

TOP 5 IMPORTED
1. WRIST WATCHES
LIFESTYLE 54%
2. ROUGH NATURAL DIAMONDS
ELECTRONICS 33%
3. MOBILE SCREEN PROTECTORS
MEDIA 1%
4. DIAMOND PENDANTS
COLLECTIBLES 12%
5. LAPTOPS
ANDHRA PRADESH - STATE

ANDHRA PRADESH TEACHES WOMEN TO THINK TALL BY EXPORTING THE MOST HIGH HEELS SHOES

**TOP ECOMMERCE HUBS**
1. HYDERABAD
2. VISAKHAPATNAM
3. GUNTUR
4. ONGOLE
5. VIJAYAWADA

**TOP RURAL HUBS**
1. GUNTUR
2. DORAVARISATRAM
3. PENUKONDA
4. HIRAMANDALAM
5. MEDIKONDURU

**TOP EXPORT HUBS**
1. HYDERABAD
2. WARANGAL
3. MAHBUBNAGAR
4. NALGONDA
5. TADEPPALLIGudem

**DOMESTIC TOP 5 SOLD**
1. MEMORY CARD READERS (LIFESTYLE 51%)
2. MEN'S CHRONOGRAPH WRIST WATCHES (ELECTRONICS 40%)
3. BEARD TRIMMERS (MEDIA 1%)
4. UMBRELLAS (COLLECTIBLES 8%)
5. KURTIS

**TOP 5 EXPORTED**
1. MOVIE BLU-RAY DISCS (LIFESTYLE 56%)
2. VIDEO GAMES (ELECTRONICS 20%)
3. CRYSTAL BANGLES (MEDIA 19%)
4. DRESSES
5. MEN'S SKIN CARE (COLLECTIBLES 5%)

**DOMESTIC TOP 5 BOUGHT**
1. MOBILE CASES (LIFESTYLE 41%)
2. MEN'S WALLETS (ELECTRONICS 49%)
3. TABLETS (MEDIA 2%)
4. KURTIS
5. MEN'S FRAGRANCES (COLLECTIBLES 8%)

**TOP 5 IMPORTED**
1. PNEUMATIC VALVES (LIFESTYLE 41%)
2. HANDBAGS (ELECTRONICS 40%)
3. MEN'S SUNGLASSES (MEDIA 1%)
4. CAMERA LENSES
5. MP3 PLAYERS (COLLECTIBLES 18%)

ANDHRA PRADESH TEACHES WOMEN TO THINK TALL BY EXPORTING THE MOST HIGH HEELS SHOES
UTTAR PRADESH - STATE

UTTAR PRADESH HELPED JOCKEYS AROUND THE WORLD HOLD THEIR HORSES, EXPORTING THE MOST HORSE SADDLES

TOP ECOMMERCE HUBS
1. GHAZIABAD
2. LUCKNOW
3. MEERUT
4. COLONEL GANJ
5. Kovilpatti

TOP RURAL HUBS
1. RAMPUR
2. JUHI
3. MACCHHALISHAHAR
4. SADAR
5. PALLA

TOP EXPORT HUBS
1. GHAZIABAD
2. LUCKNOW
3. VARANASI
4. RAMNAGAR
5. Kovilpatti

DOMESTIC TOP 5 SOLD
1. MEENA JEWELLERY
2. LAPTOP SLEEVES
3. MEN’S CASUAL SHOES
4. METAL FRAME SUNGLASSES
5. MEN’S SOCKS

TOP 5 EXPORTED
1. LAMPWORK
2. BRACELETS
3. SAREES
4. RUGS
5. EYELINER

DOMESTIC TOP 5 BOUGHT
1. HOME THEATRE ACCESSORIES
2. MEN’S WALLETS
3. MEMORY CARD READERS
4. MEN’S FRAGRANCES
5. DESIGNER PENS

TOP 5 IMPORTED
1. RINGS
2. DRESSES
3. MEN’S JACKETS
4. NATURAL DIAMONDS
5. SCARVES

2012 RANK 8
2011 RANK 8
CHANGE 0

UTTAR PRADESH HELPED JOCKEYS AROUND THE WORLD HOLD THEIR HORSES, EXPORTING THE MOST HORSE SADDLES.
KERALA - STATE

KERALA RESIDENTS LOVE TO KEEP THEIR CARS FRESH BY BUYING THE MOST CAR AIR FRESHENERS ON EBAY INDIA

TOP ELECTRONIC HUBS
1. KOCHI
2. THIRUVANANTHAPURAM
3. THRISSUR
4. KOZHIKODE
5. PARAVUR

TOP RURAL HUBS
1. KARSHIKAPPALLY
2. CHIRAYINKEEZHU
3. KUNNATHUNAD
4. ADOOR
5. MEENACHIL

TOP EXPORT HUBS
1. RANNI
2. KANNUR
3. THIRUVANANTHAPURAM
4. KOCHI
5. MUHATTUPUZHA

DOMESTIC TOP 5 SOLD
1. NORTH AMERICAN COINS 22%
2. DIABETES MONITORS 33%
3. FOOD CONTAINERS 1%
4. HAIR OILS 44%
5. CURTAIN TASSELS

DOMESTIC TOP 5 EXPORTED
1. TEMPORARY TATTOOS 88%
2. SPICES 6%
3. CABINET KNOBS 1%
4. PAINTINGS 5%
5. BLEMISH CONTROL REMEDIES

DOMESTIC TOP 5 BOUGHT
1. MEN’S WALLETS 37%
2. TABLETS 50%
3. MEN’S FRAGRANCES 2%
4. TOOL KITS 11%
5. MEN’S CHRONOGRAPH WRISTWATCHES

TOP 5 IMPORTED
1. MOBILE PHONE HEADSETS 38%
2. SOUTH AMERICAN NOTES 37%
3. SOLAR PANELS 2%
4. MEN’S ATHLETIC SHOES 23%
5. METALWORKING CARBIDE INSERTS
HARYANA - STATE

HARYANA HELPS BEAUTIFY HOMES ALL OVER THE WORLD BY EXPORTING WALL HANGINGS ON EBAY

**TOP ECOMMERCE HUBS**
1. FARIDABAD
2. KARNAL
3. AMBALA
4. SONIPAT
5. ROHTAK

**TOP RURAL HUBS**
1. ACHINA
2. KUNJ PURA
3. BOUND KALAN

**TOP EXPORT HUBS**
1. FARIDABAD
2. HISAR
3. BAWANI KHERA
4. BHIMANI
5. KANHAL

---

**DOMESTIC TOP 5 SOLD**
1. MEN'S FRAGRANCES
2. LED TVs
3. BEDDING SETS
4. INDIAN COMMEMORATIVE COINS
5. SMARTPHONES

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**TOP 5 EXPORTED**
1. TRACTOR PARTS
2. BELLY DANCEWEAR
3. WOMEN'S PANTS
4. CORSETS
5. NATURAL EMERALDS

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**DOMESTIC TOP 5 BOUGHT**
1. HOME THEATRE ACCESSORIES
2. TALCUM POWDER
3. FACE CARE PRODUCTS
4. WOMEN'S FRAGRANCES
5. BLUETOOTH HEADSETS

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**TOP 5 IMPORTED**
1. PURSES
2. CORAL GEMSTONES
3. MEN'S TEES
4. DIAMOND RINGS
5. MEN'S ATHLETIC SHOES

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<td>ELECTRONICS</td>
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<tr>
<td>MEDIA</td>
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<td>10</td>
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<tr>
<td>COLLECTIBLES</td>
<td>11%</td>
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HARYANA HELPS BEAUTIFY HOMES ALL OVER THE WORLD BY EXPORTING WALL HANGINGS ON EBAY
GALS AROUND THE WORLD INDULGED IN ETHNIC CHIC WITH THE MOST NOSE RINGS EXPORTED FROM PUNJAB AB

**DOMESTIC TOP 5 SOLD**

1. MOBILE SCREEN PROTECTORS  ▪ LIFESTYLE  34%
2. AB CRUNCHERS  ▪ ELECTRONICS  60%
3. SMARTPHONES  ▪ MEDIA  1%
4. SWIMMING TRUNKS  ▪ COLLECTIBLES  5%
5. EMBROIDERED DRESS MATERIAL  ▪ COLLECTIBLES  5%

**TOP 5 EXPORTED**

1. CHESS BOARDS  ▪ LIFESTYLE  60%
2. CRICKET BATS  ▪ ELECTRONICS  9%
3. NOSE RINGS  ▪ MEDIA  22%
4. NOBACCIANA PIPES  ▪ COLLECTIBLES  9%
5. HAIR COLOR

**DOMESTIC TOP 5 BOUGHT**

1. CALLING CARDS  ▪ LIFESTYLE  46%
2. LAPTOP ACCESSORIES  ▪ ELECTRONICS  46%
3. MEN'S FRAGRANCES  ▪ MEDIA  1%
4. MEN'S WRISTWATCHES  ▪ COLLECTIBLES  7%
5. TOOL KITS

**TOP 5 IMPORTED**

1. RINGS  ▪ LIFESTYLE  46%
2. CORAL GEMSTONES  ▪ ELECTRONICS  36%
3. PURSES  ▪ MEDIA  1%
4. MOBILE PHONE BATTERIES  ▪ COLLECTIBLES  17%
5. CAMCORDER

**TOP ECOMMERCE HUBS**

1. LUDHIANA
2. AMRITSAR
3. HOSHIARPUR
4. JALANDHAR
5. DAUNDI LOHARA

**TOP RURAL HUBS**

1. BAGHAPURANA
2. BHAI RUPA

**TOP EXPORT HUBS**

1. AMRITSAR
2. KHANNA
3. KARTARPUR
4. JALANDHAR
5. LUDHIANA

PUNJAB - STATE

GALS AROUND THE WORLD INDULGED IN ETHNIC CHIC WITH THE MOST NOSE RINGS EXPORTED FROM PUNJAB AB
WEST BENGAL - STATE

WEST BENGAL HOOKED THE MOST FISH, IMPORTING THE MOST FISHING HOOKS ON EBAY

DOMESTIC TOP 5 SOLD
1. BLUETOOTH HEADSETS 29%
2. CAMERAS TRIPODS 51%
3. HANDBAGS 2%
4. KEY CHAINS 18%
5. COMICS

TOP 5 EXPORTED
1. MUSIC LP RECORDS 44%
2. SAREES 6%
3. FILM CAMERAS 6%
4. MOISSANITE GEMSTONES 44%
5. DIAMOND RINGS

DOMESTIC TOP 5 BOUGHT
1. BRITISH INDIA COINS 36%
2. DUAL SIM MOBILES 46%
3. MEMORY CARD READERS 2%
4. MEN'S WRISTWATCHES 16%
5. MEN'S FRAGRANCES

TOP 5 IMPORTED
1. MOVIE BLU-RAY DISCS 39%
2. MOBILE PHONE ACCESSORIES 28%
3. MEN'S TEES 3%
4. FISHING LINES 30%
5. CAMERA LENSES
MADHYA PRADESH - STATE

MADHYA PRADESH KEEPS THE WORLD DRY
BY EXPORTING THE MOST BATH TOWELS ON EBAY

TOP ECOMMERCE HUBS
1. Gwalior
2. Bhopal
3. Indore
4. Ujjain
5. Hoshangabad

TOP RURAL HUBS
1. Ghatia
2. Deori
3. Rithi
4. Sanwer
5. Keolari

TOP EXPORT HUBS
1. Bhopal
2. Gwalior
3. Indore
4. Mhow Cantt
5. Katni

DOMESTIC TOP 5 SOLD
1. Smartphones
2. 2 GB MP3 Players
3. Moustache Trimmers
4. Novelty Wristwatches
5. Emergency Lights

LIFESTYLE 24%
ELECTRONICS 71%
MEDIA 0%
COLLECTIBLES 5%

TOP 5 EXPORTED
1. Auto mouldings
2. Duvet covers
3. Bath towels
4. Women's trousers
5. Fashion anklets

LIFESTYLE 94%
ELECTRONICS 3%
MEDIA 2%
COLLECTIBLES 1%

DOMESTIC TOP 5 BOUGHT
1. Memory card readers
2. Tablets
3. Data cables
4. Men's fragrances
5. Bluetooth headsets

LIFESTYLE 44%
ELECTRONICS 46%
MEDIA 2%
COLLECTIBLES 8%

TOP 5 IMPORTED
1. Mobile phone skins
2. Network switches
3. Diamond rings
4. Tarot cards
5. Men's casual shirts

LIFESTYLE 47%
ELECTRONICS 42%
MEDIA 1%
COLLECTIBLES 10%

MADHYA PRADESH - STATE

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ELECTRONICS 42%
MEDIA 1%
COLLECTIBLES 10%
CHANDIGARH - STATE

CHANDIGARH HELPS MUSIC LOVERS GET ORGANISED BY SELLING THE MOST CD RACKS & POUCHES

TOP ECOMMERCE HUB
1. CHANDIGARH

TOP RURAL HUB
1. CHANDIGARH

TOP EXPORT HUB
1. CHANDIGARH

DOMESTIC TOP 5 SOLD
1. BLUETOOTH DONGLES
2. 5 DVD PACKS
3. REGULAR EXERCISE CYCLES
4. PC SOUND CARDS
5. MEN'S METAL FRAME SUNGLASSES

TOP 5 EXPORTED
1. CAMERA LENS FILTERS
2. HOMEOPATHIC HERBAL REMEDIES
3. SMARTPHONES
4. HORSE SADDLES
5. MOBILITY & DISABILITY BRACES

DOMESTIC TOP 5 BOUGHT
1. MOBILE ACCESSORIES
2. MEMORY CARD READERS
3. WOMEN'S FRAGRANCES
4. DESIGNER PENS
5. CAR PERFUMES

TOP 5 IMPORTED
1. DRESSES
2. VIDEO GAME STYLUSES
3. PURSES
4. TOPS
5. SUNGLASSES

1. CHANDIGARH

TOP RURAL HUB
1. CHANDIGARH

TOP EXPORT HUB
1. CHANDIGARH

DOMESTIC TOP 5 SOLD
1. BLUETOOTH DONGLES
2. 5 DVD PACKS
3. REGULAR EXERCISE CYCLES
4. PC SOUND CARDS
5. MEN'S METAL FRAME SUNGLASSES

TOP 5 EXPORTED
1. CAMERA LENS FILTERS
2. HOMEOPATHIC HERBAL REMEDIES
3. SMARTPHONES
4. HORSE SADDLES
5. MOBILITY & DISABILITY BRACES

DOMESTIC TOP 5 BOUGHT
1. MOBILE ACCESSORIES
2. MEMORY CARD READERS
3. WOMEN'S FRAGRANCES
4. DESIGNER PENS
5. CAR PERFUMES

TOP 5 IMPORTED
1. DRESSES
2. VIDEO GAME STYLUSES
3. PURSES
4. TOPS
5. SUNGLASSES
ODISHA - STATE

ODISHA WENT TECH WITH THE MOST OPTICAL MOUSE PURCHASES

**TOP ECOMMERCE HUBS**
1. BHUBANESWAR
2. CUTTACK
3. ROURKELA
4. BALIKA
5. BERHAMPUR

**TOP RURAL HUBS**
1. DHANKAUDA
2. KUJANG
3. NIALI
4. KOIRA
5. LOISINGHA

**TOP EXPORT HUBS**
1. BHUBANESWAR
2. CUTTACK
3. BARBIL
4. BASudevpur
5. PURI

**DOMESTIC TOP 5 SOLD**
1. DEODORANTS
   - LIFESTYLE 50%
2. INSECT REPELTERS
   - ELECTRONICS 42%
3. SKIN CARE PRODUCTS
   - MEDIA 1%
4. DUAL SIM MOBILES
   - COLLECTIBLES 8%
5. WOMEN’S BODYSUITS

**TOP 5 EXPORTED**
1. VIDEO GAMES
2. HOMEOPATHIC HERBAL REMEDIES
3. SAREES
4. SEYCHELLES STAMPS
5. VICTORIAN EARRINGS

**DOMESTIC TOP 5 BOUGHT**
1. HAIR CONDITIONERS
   - LIFESTYLE 48%
2. MEN’S FRAGRANCES
   - ELECTRONICS 42%
3. NETWORK CABLES
   - MEDIA 2%
4. KURTIS
5. INDIAN COMMEMORATIVE COINS
   - COLLECTIBLES 8%

**TOP 5 IMPORTED**
1. FASHION RINGS
   - LIFESTYLE 40%
2. INDUSTRIAL SENSORS
   - ELECTRONICS 35%
3. JAPANESE STAMPS
   - MEDIA 3%
4. ANTIQUARIAN BOOKS
5. MEN’S JEANS
UTTARAKHAND - STATE

RAINCOATS FROM UTTARAKHAND
KEPT INDIA PROTECTED

TOP ECOMMERCE HUBS
1. DEHRADUN
2. ALMORA
3. HARDWAR
4. RANIPUR
5. HALDWANI

TOP RURAL HUBS
1. BURKOT
2. GARUR

TOP EXPORT HUBS
1. DEHRADUN
2. LANDHAURA
3. HARDWAR
4. NAINITAL
5. VIKASNAGAR

DOMESTIC TOP 5 SOLD
1. HEADPHONES 35%
2. MEN'S CASUAL SHIRTS 60%
3. MEN'S SHORTS 0%
4. LINGERIE 5%
5. MARITIME TELESCOPES 35%

TOP 5 EXPORTED
1. MARITIME COMPASSES 93%
2. NAUTICAL DECOR 0%
3. FLOOR LAMPS 0%
4. DIVING HELMETS 7%
5. CEILING FANS 7%

DOMESTIC TOP 5 BOUGHT
1. BATHING SOAPS 44%
2. LAPTOP ACCESSORIES 47%
3. MEN'S WALLETS 2%
4. MEN'S FRAGRANCES 7%
5. MEN'S CHRONOGRAPH WRISTWATCHES 7%

TOP 5 IMPORTED
1. MOVIE CELEBRITY IMAGES 51%
2. CRAFTS BEADS 31%
3. PURSES 1%
4. YOGA MATS 17%
5. LIPGLOSS 17%
DOMESTIC TOP 5 SOLD
1. GARDENING SEEDS  47%
2. 8 GB MICRO SD CARDS  48%
3. SMARTPHONES  0%
4. BED SHEETS  5%
5. LAMP SHADES  5%

TOP 5 EXPORTED
1. WEIGHT MANAGEMENT PRODUCTS  96%
2. MASSAGE OILS & CREAMS  0%
3. PILLOWS  0%
4. HOMEOPATHIC HERBAL REMEDIES  4%
5. PLACEMATS  4%

DOMESTIC TOP 5 BOUGHT
1. LAPTOP ACCESSORIES  44%
2. KURTIS  49%
3. MEN'S Wallets  2%
4. CAMERA LENS FILTERS  5%
5. TABLETS  5%

TOP 5 IMPORTED
1. NATURAL SAPPHIRE  56%
2. MEN'S JACKETS  32%
3. FLORAL HANDKERchieFS  2%
4. HANDBAGS  10%
5. LAPTOPS  10%

ASSAM STAYED SAFE WITH THE MOST HOME SECURITY SYSTEM BUYS
BIHAR - STATE

BIHAR HELPED INDIA SMILE PEARL WHITE WITH THE MOST ELECTRIC TOOTHBRUSH SALES

**DOMESTIC TOP 5 SOLD**
1. MODEMS
2. PEARL
3. BOLLYWOOD LOBBY CARDS
4. FULL BODY MASSAGERS
5. MEN’S JEANS

LIFESTYLE 11%
ELECTRONICS 84%
MEDIA 0%
COLLECTIBLES 5%

**TOP 5 EXPORTED**
1. NATURAL DIAMONDS
2. WOODEN FLUTES
3. FOOTBALL JERSEYS
4. CHAIRS
5. AIR CONDITIONERS

LIFESTYLE 71%
ELECTRONICS 2%
MEDIA 1%
COLLECTIBLES 26%

**DOMESTIC TOP 5 BOUGHT**
1. MEMORY CARD READERS
2. KURTIS
3. TABLETS
4. MEN’S WRIST WATCHES
5. REPUBLIC OF INDIA COINS

LIFESTYLE 44%
ELECTRONICS 49%
MEDIA 2%
COLLECTIBLES 5%

**TOP 5 IMPORTED**
1. SMARTPHONES
2. CORAL GEMSTONES
3. LED LIGHT KEY CHAINS
4. MEN’S UNDERWEAR
5. DRESSES

LIFESTYLE 44%
ELECTRONICS 49%
MEDIA 1%
COLLECTIBLES 6%

**TOP ECOMMERCE HUBS**
1. PATNA
2. MIZAFFARPUR
3. BAHARIA
4. BHAGALPUR
5. SHEIKHPURA

**TOP RURAL HUBS**
1. MUSHARI
2. PIRU
3. SABOUR
4. KAHRA
5. MOHANIA

**TOP EXPORT HUBS**
1. GOPALGANJ
2. PATNA
3. BHAGALPUR
4. DANAIPUR
5. DEHRI

**BIHAR HELPED INDIA SMILE PEARL WHITE WITH THE MOST ELECTRIC TOOTHBRUSH SALES**

BIHAR - STATE

BIHAR HELPED INDIA SMILE PEARL WHITE WITH THE MOST ELECTRIC TOOTHBRUSH SALES

**DOMESTIC TOP 5 SOLD**
1. MODEMS
2. PEARL
3. BOLLYWOOD LOBBY CARDS
4. FULL BODY MASSAGERS
5. MEN’S JEANS

LIFESTYLE 11%
ELECTRONICS 84%
MEDIA 0%
COLLECTIBLES 5%

**TOP 5 EXPORTED**
1. NATURAL DIAMONDS
2. WOODEN FLUTES
3. FOOTBALL JERSEYS
4. CHAIRS
5. AIR CONDITIONERS

LIFESTYLE 71%
ELECTRONICS 2%
MEDIA 1%
COLLECTIBLES 26%

**DOMESTIC TOP 5 BOUGHT**
1. MEMORY CARD READERS
2. KURTIS
3. TABLETS
4. MEN’S WRIST WATCHES
5. REPUBLIC OF INDIA COINS

LIFESTYLE 44%
ELECTRONICS 49%
MEDIA 2%
COLLECTIBLES 5%

**TOP 5 IMPORTED**
1. SMARTPHONES
2. CORAL GEMSTONES
3. LED LIGHT KEY CHAINS
4. MEN’S UNDERWEAR
5. DRESSES

LIFESTYLE 44%
ELECTRONICS 49%
MEDIA 1%
COLLECTIBLES 6%
DOMESTIC TOP 5 SOLD
1. 16 GB PEN DRIVES 15%
2. DUAL SIM MOBILE PHONES 74%
3. MEN'S WALLETS 0%
4. PRINCELY STATES COINS 11%
5. MEN'S BELTS

TOP 5 EXPORTED
1. GOLD PLATED CHAINS 55%
2. GARDENING AIDS 1%
3. KEY CHAINS 1%
4. EDWARDIAN COINS 43%
5. SCANNERS

DOMESTIC TOP 5 BOUGHT
1. LAPTOP ACCESSORIES 45%
2. CALLING CARDS 48%
3. TABLETS 2%
4. KURTIS 5%
5. BED SETS

TOP 5 IMPORTED
1. LANTERN STRINGS 53%
2. ELECTRIC GUITARS 38%
3. NUTRITIONAL SUPPLEMENTS 1%
4. WOMEN'S UNDERWEAR 8%
5. WOMEN'S JACKETS

JHARKHAND - STATE
JHARKHAND PERSONALISED FASHION
BY EXPORTING THE MOST INITIAL PENDANTS ON EBAY
PARTY HUB GOA HELPS PEOPLE SCHEDULE THEIR PARTIES BY SELLING THE MOST NUMBER OF CALENDARS PLANNERS

**TOP ECOMMERCE HUBS**
1. SALT CETIE
2. BARDEZ
3. MORMUGAO
4. TISWADI
5. PANAJI

**TOP RURAL HUBS**

**TOP EXPORT HUBS**
1. PANAJI
2. BARDEZ
3. MARGAO
4. MAPUSA
5. SALT CETIE

**DOMESTIC TOP 5 SOLD**
1. MEN’S METAL FRAME SUNGLASSES
   - LIFESTYLE 28%
2. PC GAMES
   - ELECTRONICS 46%
3. PARTY TOPS
   - MEDIA 0%
4. AUTO STICKERS
   - COLLECTIBLES 26%
5. JHUMKAS

**TOP 5 EXPORTED**
1. DRESSES
   - LIFESTYLE 19%
2. HONG KONG STAMPS
   - ELECTRONICS 0%
3. WOMEN’S SWEATERS
   - MEDIA 0%
4. DOMAIN NAMES
   - COLLECTIBLES 81%
5. POCKETWATCHES

**DOMESTIC TOP 5 BOUGHT**
1. MOBILE PHONE CASES
   - LIFESTYLE 37%
2. TABLETS
   - ELECTRONICS 50%
3. MEN’S WALLETS
   - MEDIA 1%
4. MEN’S FRAGRANCES
   - COLLECTIBLES 12%
5. TOOLKITS

**TOP 5 IMPORTED**
1. FASHION NECKLACES
   - LIFESTYLE 66%
2. SMARTPHONES
   - ELECTRONICS 24%
3. PORTUGAL STAMPS
   - MEDIA 1%
4. FOUNTAIN PENS
   - COLLECTIBLES 9%
5. DRESSES
PUDUCHERRY CARVES THE WORLD
WITH THE MOST EXPORTS OF CARVED STONE PIECES

DOMESTIC TOP 5 SOLD
1. WOMEN'S PRINTED TEES
2. GOLD PLATED JEWELLERY SETS
3. KID'S TEES
4. DRAWERS ORGANISERS
5. PENCILS

LIFESTYLE 50%
ELECTRONICS 42%
MEDIA 1%
COLLECTIBLES 7%

TOP 5 EXPORTED
1. HEALING CRYSTAL SPHERE
2. CRYSTALS & MINERALS
3. DUVET COVER SETS
4. GEMSTONE BRACELETS
5. BALLPOINT PENS

LIFESTYLE 75%
ELECTRONICS 0%
MEDIA 0%
COLLECTIBLES 25%

DOMESTIC TOP 5 BOUGHT
1. MACHINE EMBROIDERED SAREES
2. KURTIS
3. HEADPHONES
4. WEIGHT TRAINING EQUIPMENT
5. LAPTOP SLEEVES

LIFESTYLE 38%
ELECTRONICS 48%
MEDIA 2%
COLLECTIBLES 12%

TOP 5 IMPORTED
1. HOME SURVEILLANCE
2. WRIST WATCHES
3. DENTAL HANDPIECES
4. FLASHLIGHTS
5. CAMERA LENS HOODS

LIFESTYLE 38%
ELECTRONICS 45%
MEDIA 1%
COLLECTIBLES 16%
JAMMU & KASHMIR - STATE

JAMMU & KASHMIR STAYED GREEN BY IMPORTING THE MOST TREE SEEDS THROUGH EBAY

DOMESTIC TOP 5 SOLD
1. EMBROIDERED DRESS MATERIAL 40%
2. SHAWLS 57%
3. BLANKETS 0%
4. CRICKET BATS 3%
5. MEN'S JEANS

DOMESTIC TOP 5 BOUGHT
1. KUNDAN JEWELLERY 42%
2. MODEMS 54%
3. TABLETS 1%
4. DUAL SIM MOBILE PHONES
5. MEN'S PRINTED TEES

DOMESTIC TOP 5 IMPORTED
1. MEN'S CASUAL SHIRTS 56%
2. NATURAL DIAMONDS 40%
3. LAPTOPS 1%
4. DRESSES
5. MEN'S BOOTS

TOP 5 EXPORTED
1. BEDSPREADS 23%
2. CARPETS 41%
3. PASHMINA SHAWLS 0%
4. TRINKET BOXES 36%
5. SALWAR KAMEEZ

CHANGE
2012 RANK 23
2011 RANK 22

TOP RURAL HUB
1. JAMMU 1. BUDGAM BLOCK
2. SRINAGAR 2. BUDGAM
3. HAJAN 3. ANANTNAG
4. ABI KARLPORA 4. HAJAN

TOP ECOMMERCE HUBS
1. JAMMU
2. SRINAGAR
3. HAJAN
4. BUDGAM
5. ANANTNAG

TOP EXPORT HUBS
1. JAMMU
2. SRINAGAR
3. ABI KARLPORA
4. HAJAN
HIMACHAL PRADESH - STATE

HIMACHAL PRADESH KEEPS ITS LAPTOPS SCRATCH-FREE WITH THE MOST LAPTOP SLEEVES BOUGHT

**Top Domestic Sold**
1. Domain Names
2. Plastic Frame Sunglasses
3. Kid's Winter Wear
4. Mystery Novels
5. Handbags

**Top Domestic Bought**
1. Men's Wristwatches
2. Laptop Sleeves
3. Kurts
4. Bedding Sets
5. Designer Pens

**Top Exported**
1. Wristwatches
2. Web Hosting Services
3. British Colonial Stamps
4. Skin Care Kits
5. Sunless Tanning Lotions

**Top Imported**
1. Football Souvenirs
2. Men's Jackets
3. Laptops
4. Skirts
5. Art Prints

**Top Ecommerce Hubs**
1. Bilaspur
2. Shimla
3. Solan
4. Fatehpur
5. Palampur

**Top Rural Hubs**
1. Fatehpur
2. Amb
3. Bhoranj
4. Nichar
5. Joginder Nagar

**Top Export Hubs**
1. Shimla
2. Bilaspur
3. Solan
4. Parwanoo
MIZORAM - STATE

MIZORAM PET LOVERS DOLLED UP THEIR FURRY FRIENDS, BUYING THE MOST PET ACCESSORIES ON EBAY

**TOP ECOMMERCE HUBS**
1. AIZAWL
2. CHANDMARY
3. RAMHLUN
4. LUNGLEI
5. NORTH VANLAIPHAI

**TOP RURAL HUBS**
1. THINGSUHLUAH
2. LUNGSEN
3. NGOPA
4. AIWBWAK
5. KAMALANAGAR

**TOP EXPORT HUB**

**DOMESTIC TOP 5 SOLD**
1. ACTION VIDEO GAMES
2. LONG ZOOM CAMERAS
3. STUFFED ANIMAL TOYS
4. WIRELESS MOUSE
5. MEN'S TEES

LIFESTYLE 27%
ELECTRONICS 73%
MEDIA 0%
COLLECTIBLES 0%

**TOP 5 EXPORTED**
1. LIFESTYLE
2. ELECTRONICS
3. MEDIA
4. COLLECTIBLES
5.

**DOMESTIC TOP 5 BOUGHT**
1. ROUTERS
2. FULL BODY MASSAGERS
3. MEN'S WRISTWATCHES
4. DUAL SIM MOBILES
5. RECHARGEABLE TORCHES

LIFESTYLE 39%
ELECTRONICS 59%
MEDIA 1%
COLLECTIBLES 1%

**TOP 5 IMPORTED**
1. PURSES
2. SMARTPHONES
3. CAKE DECORATING SUPPLIES
4. FLASHLIGHTS
5. CYCLING GLOVES

LIFESTYLE 72%
ELECTRONICS 23%
MEDIA 1%
COLLECTIBLES 4%

MIZORAM PET LOVERS DOLLED UP THEIR FURRY FRIENDS, BUYING THE MOST PET ACCESSORIES ON EBAY

**TOP ECOMMERCE HUBS**
1. AIZAWL
2. CHANDMARY
3. RAMHLUN
4. LUNGLEI
5. NORTH VANLAIPHAI

**DOMESTIC TOP 5 BOUGHT**
1. ROUTERS
2. FULL BODY MASSAGERS
3. MEN'S WRISTWATCHES
4. DUAL SIM MOBILES
5. RECHARGEABLE TORCHES

LIFESTYLE 39%
ELECTRONICS 59%
MEDIA 1%
COLLECTIBLES 1%

**TOP 5 IMPORTED**
1. PURSES
2. SMARTPHONES
3. CAKE DECORATING SUPPLIES
4. FLASHLIGHTS
5. CYCLING GLOVES

LIFESTYLE 72%
ELECTRONICS 23%
MEDIA 1%
COLLECTIBLES 4%
MEGHALAYA - STATE

MEGHALAYA BRIDES SAID 'I DO' WITH THE MOST WEDDING TRINKETS IMPORTS ON EBAY

**DOMESTIC TOP 5 SOLD**
1. POLO TEES (56%)
2. FOOTBALL JERSEYS (38%)
3. MEN'S BOXERS (1%)
4. SMARTPHONES (5%)
5. BLUETOOTH DONGLES

**TOP 5 IMPORTED**
1. FISHING HOOKS (70%)
2. WOMEN'S JACKETS (26%)
3. MILITARY TOY FIGURINES (1%)
4. CAMERA FLASH BRACKETS (3%)
## Domestic Top 5 Sold

<table>
<thead>
<tr>
<th>Product</th>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hammers</td>
<td>Lifestyle</td>
<td>32%</td>
</tr>
<tr>
<td>Men's Canvas Shoes</td>
<td>Electronics</td>
<td>44%</td>
</tr>
<tr>
<td>LED TVs</td>
<td>Media</td>
<td>0%</td>
</tr>
<tr>
<td>Cutters</td>
<td>Collectibles</td>
<td>24%</td>
</tr>
<tr>
<td>Reading Glasses</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Domestic Top 5 Bought

<table>
<thead>
<tr>
<th>Product</th>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compact Digital Cameras</td>
<td>Lifestyle</td>
<td>43%</td>
</tr>
<tr>
<td>Camping Accessories</td>
<td>Electronics</td>
<td>51%</td>
</tr>
<tr>
<td>Blood Pressure Monitors</td>
<td>Media</td>
<td>1%</td>
</tr>
<tr>
<td>Car Sunshades</td>
<td>Collectibles</td>
<td>5%</td>
</tr>
<tr>
<td>Condoms</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Domestic Top 5 Imported

<table>
<thead>
<tr>
<th>Product</th>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perennial Flower Seeds</td>
<td>Lifestyle</td>
<td>85%</td>
</tr>
<tr>
<td>Women's Boots</td>
<td>Electronics</td>
<td>13%</td>
</tr>
<tr>
<td>Electric Guitar Strings</td>
<td>Media</td>
<td>1%</td>
</tr>
<tr>
<td>Men's Hoodies</td>
<td>Collectibles</td>
<td>1%</td>
</tr>
<tr>
<td>Women's Flat Shoes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Top 5 Exported

<table>
<thead>
<tr>
<th>Product</th>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tablets</td>
<td>Lifestyle</td>
<td>89%</td>
</tr>
<tr>
<td>Screwdriver Sets</td>
<td>Electronics</td>
<td>9%</td>
</tr>
<tr>
<td>Theatre Costume Patterns</td>
<td>Media</td>
<td>0%</td>
</tr>
<tr>
<td>USB Flash Drives</td>
<td>Collectibles</td>
<td>2%</td>
</tr>
</tbody>
</table>

## Top 5 Exported Hubs

1. Kohima
2. Dimapur
3. Wokha
4. Mokokchung
5. Chumukedima

## Top Rural Hub

- Kohima

## Top Export Hub

- Kohima

## Top Ecommerce Hubs

- Kohima
- Dimapur
- Wokha
- Mokokchung
- Chumukedima

## Change 2012 Rank

- Kohima: 27
- Dimapur: 31

## Top Rural Hubs

- Kohima

## Top Export Hubs

- Kohima

## Top Ecommerce Hubs

- Kohima
- Dimapur
- Wokha
- Mokokchung
- Chumukedima
TRIPURA - STATE

TRIPURA TECHIES KEPT THEIR COMPUTERS COOL WITH THE MOST COOLING FANS PURCHASES

**Domestic Top 5 Sold**
1. AntiVirus Softwares
2. Laptop Accessories
3. Weight Loss Supplements
4. Hair Conditioners
5. Hair Oils

**Top 5 Exported**
1. Indian Notes
2. Wild Animal Stamps
3. Architecture Stamps
4. World Notes
5. Black Heritage Stamps

**Domestic Top 5 Bought**
1. Men’s Wrist Watches
2. Kurtis
3. Bathing Soaps
4. Tablets
5. Mobile Phone Panels

**Top 5 Imported**
1. Men’s Essentials
2. Men’s Hats
3. Women’s Sleepwear
4. Laptops
5. Air Conditioners
MANIPUR - STATE

MANIPURI GLAM DOLLS SHOWED OFF THEIR LOVELY LEGS WITH THE MOST GARTER BELTS IMPORTED ON EBAY

**TOP ECOMMERCE HUBS**
1. Imphal
2. Lamjao
3. Kakching Khunou
4. Thoubal
5. Samurou

**TOP RURAL HUB**
1. Imphal

**TOP EXPORT HUB**
1. Imphal

**DOMESTIC TOP 5 SOLD**
1. Women’s Sandals | LIFESTYLE 25%
2. Wind Energy Equipment | ELECTRONICS 75%
3. Haversacks | MEDIA 0%
4. Antivirus Security Software | COLLECTIBLES 0%
5. Video Games | ELECTRONICS 0%

**TOP 5 EXPORTED**
1. Massage Oils | LIFESTYLE 100%
2. Mens Tee's | ELECTRONICS 0%
3. Tablet | MEDIA 0%
4. Auto Air Pumps | COLLECTIBLES 0%

**DOMESTIC TOP 5 BOUGHT**
1. Gardening Seeds | LIFESTYLE 43%
2. Tablets | ELECTRONICS 55%
3. Men's Tee's | MEDIA 1%
4. Auto Air Pumps | COLLECTIBLES 1%
5. Men's Sports Shoes | LIFESTYLE 43%

**TOP 5 IMPORTED**
1. Women’s Intimates | LIFESTYLE 60%
2. Rockery Plants | ELECTRONICS 37%
3. Hoodies | MEDIA 1%
4. Solar Energy Panels | COLLECTIBLES 2%
5. Women’s Gloves | MEDICAL 1%
ARUNACHAL PRADESH - STATE

ARUNACHAL PRADESH ADORNED THEIR CURTAINS WITH THE MOST CURTAIN TASSELS PURCHASES

**TOP ECOMMERCE HUBS**
1. ITANAGAR
2. NAHARLAGUN
3. NIRJULI
4. AALO
5. BOLENG

**TOP RURAL HUBS**
1. RUPA
2. BALI JAN
3. KIMIN
4. BONDUMSA
5. MAHADEVPUR

**TOP EXPORT HUB**

**DOMESTIC TOP 5 SOLD**
1. BRILLIANT ROUND ZIRCON 68%
2. HOME APPLIANCES 32%
3. REGULAR LAPTOPS 0%
4. TABLETS 0%
5. SLR CAMERA LENSES 0%

**TOP 5 EXPORTED**
1. LIFESTYLE
2. ELECTRONICS
3. MEDIA
4. COLLECTIBLES

**DOMESTIC TOP 5 BOUGHT**
1. MODEMS 38%
2. BED SHEETS 58%
3. KURTIS 1%
4. TABLETS 3%
5. MEN'S WRISTWATCHES 3%

**TOP 5 IMPORTED**
1. ACNE CONTROL PRODUCTS 45%
2. WOMEN'S BOOTS 20%
3. NEPALESE COLLECTIBLES 0%
4. MEN'S CASUAL SHIRTS 35%
5. SALTWATER FISHING REELS 0%
ANDAMAN & NICOBAR ISLAND - STATE

ANDAMAN & NICOBAR ISLAND LADIES ROCK THEIR STYLE IN GEORGETTE SAREES IN THIS ISLAND PARADISE

**DOMESTIC TOP 5 SOLD**
1. SMARTPHONES (LIFESTYLE: 9%)
2. TABLETS (ELECTRONICS: 89%)
3. ANTIVIRUS SOFTWARES (MEDIA: 1%)
4. GPS NAVIGATORS (COLLECTIBLES: 1%)
5. WEIGHT LOSS BOOKS

**TOP 5 EXPORTED**
1. LIFESTYLE
2. ELECTRONICS
3. MEDIA
4. COLLECTIBLES
5. (Not specified)

**DOMESTIC TOP 5 BOUGHT**
1. MACHINE EMBROIDERED SAREES (LIFESTYLE: 53%)
2. MOBILE CASES (ELECTRONICS: 45%)
3. BED SETS (MEDIA: 1%)
4. TALCUM POWDER (COLLECTIBLES: 1%)
5. KUNDAN & MEENA JEWELLERY

**TOP 5 IMPORTED**
1. SUNGLASSES (LIFESTYLE: 46%)
2. 3D TV GLASSES (ELECTRONICS: 51%)
3. MARTIAL ARTS TRAINING EQUIPMENT (MEDIA: 1%)
4. TELEVISION SETS (COLLECTIBLES: 2%)
5. CAMPING TENTS

**CHANGE**
- 2012 RANK: 31
- 2011 RANK: 28
- ANDAMAN & NICOBAR ISLAND - STATE
SIKKIM - STATE

SIKKIM PAVED A RELIGIOUS PATH
BY BUYING THE MOST RELIGIOUS & SPIRITUAL HINDI MUSIC CDs

**Domestic Top 5 Sold**
1. Action Video Games
2. Digital SLR Cameras
3. Laptops
4. LCD TVs
5. Paintings

**Domestic Top 5 Bought**
1. Men's Fragrances
2. Spiritual Hindi Music CDs
3. Tablets
4. Pet Accessories
5. Laptop Skins

**Top 5 Exported**
1. Lifestyle
2. Electronics
3. Media
4. Collectibles

**Top 5 Imported**
1. Men's Boots
2. Men's Hats
3. Blouses
4. Electrical Fuses
5. Baby Shoes

**Top Ecommerce Hubs**
1. Gangtok
2. Singtam
3. Rangpo
4. Namchi
5. Gyalshing

**Top Rural Hubs**
1. Pakyong
2. Meli
3. Rhenock
4. Pelling
5. Chungthang

**Top Export Hub**
1. Pakyong
2. Meli
3. Rhenock
4. Pelling
5. Chungthang
DADRA & NAGAR HAVELI - STATE

DADRA & NAGAR HAVELI SHOWS OFF ITS ROYAL TASTE BY BUYING THE MOST LOOSE PEARLS

DOMESTIC TOP 5 SOLD
1. WOMEN’S TEES 83%
2. MOBILE HOLDERS 17%
3. MEN’S FORMAL SHOES 0%
4. WHITE GOLD DIAMOND PENDANTS 0%
5. LAPTOP LOCKS

DOMESTIC TOP 5 BOUGHT
1. ROUTERS 55%
2. SMART PHONES 44%
3. MEN’S WRISTWATCHES 1%
4. SPAGHETTI STRAP TOPS 1%
5. PEARLS 0%

DOMESTIC TOP 5 IMPORTED
1. MOBILE PHONE CASES 51%
2. TOY FIGURINES 44%
3. BODY SCRUBS 1%
4. LEG WARMERS 4%
5. GLASS CUTTERS

TOP 5 EXPORTED
1. LIFESTYLE
2. ELECTRONICS
3. MEDIA
4. COLLECTIBLES
5. LIFESTYLE

2012 RANK: 33
2011 RANK: 34
CHANGE: 0

TOP 5 IMPORTED
1. LIFESTYLE
2. ELECTRONICS
3. MEDIA
4. COLLECTIBLES
5. LIFESTYLE

TOP ECOCOMMERCE HUB
1. DADRA & NAGAR HAVELI

TOP RURAL HUB

TOP EXPORT HUB
DOMESTIC TOP 5 SOLD
1. 4GB SD CARDS 2. SMARTPHONES 3. FOOD PROCESSORS 4. BRITISH INDIA NOTES 5. HDD MEDIA PLAYERS

LIFESTYLE 11% ELECTRONICS 84% MEDIA 0% COLLECTIBLES 5%

TOP 5 EXPORTED
1. LIFESTYLE 2. ELECTRONICS 3. MEDIA 4. COLLECTIBLES

TOP 5 BOUGHT
1. DRESS MATERIAL 2. MEN'S PRINTED TEES 3. MEN'S WRISTWATCHES 4. TABLETS 5. CURTAIN TASSELS

LIFESTYLE 39% ELECTRONICS 53% MEDIA 1% COLLECTIBLES 5%

TOP 5 IMPORTED
1. SMARTPHONES 2. NATURAL DIAMONDS 3. VIDEO GAME CONSOLES 4. GPS NAVIGATORS 5. CREDIT CARD CASES

LIFESTYLE 50% ELECTRONICS 48% MEDIA 0% COLLECTIBLES 2%
LAKSHADWEEP - STATE

LAKSHADWEEP GIRLS LIKE TO KEEP THEIR LIPS SOFT & ROSY WITH LIP BALMS BOUGHT OFF EBAY

**DOMESTIC TOP 5 SOLD**
1. MP3 PLAYERS
2. SMARTPHONES

<table>
<thead>
<tr>
<th>Category</th>
<th>2012 Rank</th>
<th>2011 Rank</th>
<th>Change</th>
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<tbody>
<tr>
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<td>0%</td>
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<tr>
<td>COLLECTIBLES</td>
<td>0%</td>
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**TOP 5 EXPORTED**
1. LIFESTYLE
2. ELECTRONICS
3. MEDIA
4. COLLECTIBLES

**DOMESTIC TOP 5 BOUGHT**
1. COTTON DRESS MATERIALS
2. MEMORY CARD READERS
3. BED SETS
4. SEWING MACHINES
5. LIP BALMS

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<thead>
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<th>Category</th>
<th>2012 Rank</th>
<th>2011 Rank</th>
<th>Change</th>
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<td>55%</td>
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<tr>
<td>MEDIA</td>
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<tr>
<td>COLLECTIBLES</td>
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**TOP 5 IMPORTED**
1. PARTY FAVOURS
2. MOTORCYCLE PARTS
3. LAPTOPS
4. DIAMONDS
5. TABLETS

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<td>63%</td>
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<tr>
<td>ELECTRONICS</td>
<td>25%</td>
<td>25%</td>
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<tr>
<td>MEDIA</td>
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<tr>
<td>COLLECTIBLES</td>
<td>12%</td>
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**TOP ECOCOMMERCE HUB**
1. LAKSHADWEEP

**TOP RURAL HUB**

**TOP EXPORT HUB**

LAKSHADWEEP GIRLS LIKE TO KEEP THEIR LIPS SOFT & ROSY WITH LIP BALMS BOUGHT OFF EBAY
UNITED STATES - COUNTRY

THE AMERICAN DREAM PROPOSAL COMES TRUE WITH DIAMOND RINGS BOUGHT ON EBAY

TOP SELLING HUBS
1. BROOKLYN
2. LOS ANGELES
3. MIAMI
4. NEW YORK
5. PORTLAND

TOP BUYING HUBS
1. NEW YORK
2. HOUSTON
3. BROOKLYN
4. LOS ANGELES
5. MIAMI

TOP 5 SOLD
1. SMART PHONES
2. MOBILE PHONE COVERS
3. MEN'S SUNGLASSES
4. MEN'S TEES
5. HANDBAGS

LIFESTYLE 44%
ELECTRONICS 37%
MEDIA 3%
COLLECTIBLES 16%

TOP 5 BOUGHT
1. NATURAL DIAMONDS
2. BED SHEETS
3. SILK FABRIC
4. SAREES
5. RELIGIOUS POSTERS

LIFESTYLE 81%
ELECTRONICS 4%
MEDIA 8%
COLLECTIBLES 7%

UNITED STATES - COUNTRY

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LIFESTYLE 81%
ELECTRONICS 4%
MEDIA 8%
COLLECTIBLES 7%
UK MOTORISTS STAY ON TRACK WITH THE MOST DRIVING BOOKS BOUGHT ON EBAY

TOP SELLING HUBS
1. LONDON
2. MANCHESTER
3. BIRMINGHAM
4. BLACKPOOL
5. LEICESTER

TOP BUYING HUBS
1. LONDON
2. BIRMINGHAM
3. MANCHESTER
4. BRISTOL
5. SOUTHAMPTON

TOP 5 SOLD
1. INDIA COMMONWEALTH STAMPS
2. SMART PHONES
3. WRIST WATCHES
4. MOBILE PHONE DOCKS
5. DRESSES

TOP 5 BOUGHT
1. FINE EARRINGS
2. MOVIE DVDS
3. HOMEOPATHIC HERBAL REMEDIES
4. SCOOTER PARTS
5. HORSE SADDLES

UNITED KINGDOM - COUNTRY
AUSTRALIANS ARE AS COOL AS CUCUMBERS, MUCH THANKS TO ALL THE AROMATHERAPY GOODIES BOUGHT ON EBAY

TOP SELLING HUBS
1. SYDNEY
2. MELBOURNE
3. BRISBANE
4. PERTH
5. ADELAIDE

TOP BUYING HUBS
1. MELBOURNE
2. SYDNEY
3. BRISBANE
4. PERTH
5. ADELAIDE

TOP 5 SOLD
1. BULB GARDENING SEEDS
2. BRITISH COMMONWEALTH STAMPS
3. EREADERS
4. MEN’S SUNGLASSES
5. ELECTRICAL CIRCUIT BREAKERS

TOP 5 BOUGHT
1. VIDEO GAMES
2. CRICKET BATS
3. SAREES
4. GEMSTONE PENDANTS
5. QUILT COVERS

AUSTRALIA - COUNTRY
CHINA - COUNTRY

CHINA SURE KNOWS HOW TO MAKE YOUR NAILS SPARKLE, SELLING THE MOST NAIL ART KITS TO INDIAN DIVAS

TOP SELLING HUBS
1. BEIJING
2. SHANGHAI
3. JIANG MENG CITY
4. HARBIN
5. DALIAN

TOP BUYING HUBS
1. SHENZHEN
2. SHANGHAI
3. GUANGZHOU
4. BEIJING
5. YIWU

TOP 5 SOLD
1. FANCY RINGS
2. MEN'S JACKETS
3. HANDBAGS
4. CAR LED LIGHTS
5. CAMERA SHUTTER RELEASES

TOP 5 BOUGHT
1. CRYSTAL DECORATOR PIECES
2. NATURAL DIAMONDS
3. MARITIME TELESCOPES
4. CAMERA LENSES
5. CRYSTAL HEALING PENDANTS

CHINA SURE KNOWS HOW TO MAKE YOUR NAILS SPARKLE, SELLING THE MOST NAIL ART KITS TO INDIAN DIVAS
CANADA - COUNTRY

CANADA WEAVES MAGIC INTO DESI GIRLS’ LONG MANES BY SELLING THE MOST HAIR STYLING ACCESSORIES

**TOP SELLING HUBS**
1. Toronto
2. Vancouver
3. Montreal
4. Calgary
5. Mississauga

**TOP BUYING HUBS**
1. Toronto
2. Calgary
3. Winnipeg
4. Edmonton
5. Mississauga

**TOP 5 SOLD**
1. Smartphones
2. Fabric Cuffs
3. Video Games
4. Men’s Tees
5. Headphones

**TOP 5 BOUGHT**
1. Gemstone Necklaces
2. Car Mouldings & Trims
3. Aromatherapy
4. Bed Sheets
5. Salwar Kameez

**LIFESTYLE** 36%
**ELECTRONICS** 29%
**MEDIA** 3%
**COLLECTIBLES** 32%

**LIFESTYLE** 79%
**ELECTRONICS** 5%
**MEDIA** 7%
**COLLECTIBLES** 9%
GERMANY - COUNTRY

GERMANY SHIMMERED WITH GEMSTONE EARRINGS, HANDCRAFTED BY INDIAN ARTISANS

**TOP 5 SOLD**
1. CAMCORDERS
2. WOMEN’S BAGS
3. CACTI
4. SURGICAL INSTRUMENTS
5. CHOCOLATE BARS

**TOP 5 BOUGHT**
1. MINERAL DECORATOR PIECES
2. HORSE SADDLES
3. MOTORCYCLE PARTS
4. MASKS & WIGS
5. HANDCRAFTED RINGS

**LIFESTYLE** 28%
**ELECTRONICS** 16%
**MEDIA** 2%
**COLLECTIBLES** 55%

**TOP SELLING HUBS**
1. MUNCHEN
2. BERLIN
3. TWISTRINGEN
4. WASUNGEN
5. HERNE

**TOP BUYING HUBS**
1. BERLIN
2. MUNCHEN
3. WIESEL
4. FRANKFURT
5. NURNBERG

CHANGE

2012 RANK 6
2011 RANK 5

GERMANY SHIMMERED WITH GEMSTONE EARRINGS, HANDCRAFTED BY INDIAN ARTISANS
THE FRENCH PLANT THEIR OWN GARDEN OF EDEN, BUYING THE MOST GARDENING SUPPLIES FROM INDIA

**TOP SELLING HUBS**
1. PARIS
2. SAINT-MÉEN-LE-GRAND
3. LE PRÉ-SAINT-GERVAIS
4. GERVILLE-LA-FORET
5. TOULOUSE

**TOP BUYING HUBS**
1. PARIS
2. ORANGE
3. LAVAL
4. MARSEILLE
5. TOULOUSE

**TOP 5 SOLD**
1. COLLECTIBLE MATCHBOXES
2. MOVIE DVDS
3. TOY FIGURINES
4. DIECAST TOY VEHICLES
5. SMARTPHONES

**TOP 5 BOUGHT**
1. WRISTWATCHES
2. GARDENING SUPPLIES
3. NATURAL EMERALDS
4. GEMSTONE NECKLACES
5. SKIRTS

**TOP SELLING CATEGORIES**
- LIFESTYLE 10%
- ELECTRONICS 11%
- MEDIA 7%
- COLLECTIBLES 72%

**TOP BUYING CATEGORIES**
- LIFESTYLE 81%
- ELECTRONICS 7%
- MEDIA 2%
- COLLECTIBLES 10%

**CHANGE**
- 2012 RANK: 7
- 2011 RANK: 6

**FRANCE - COUNTRY**
THE FRENCH PLANT THEIR OWN GARDEN OF EDEN, BUYING THE MOST GARDENING SUPPLIES FROM INDIA
RUSSIA - COUNTRY

RUSSIA JUMPED BACK INTO THE SPACE RACE, SELLING THE MOST SPACE THEMED STAMPS TO DESI SPACE JUNKIES

TOP 5 SOLD
1. TUBE SOCKETS
2. CAMERA LENSES
3. RAILROAD STAMPS
4. MECHANICAL PENCILS
5. MUSIC CDs

TOP 5 BOUGHT
1. HOMEOPATHIC HERBAL REMEDIES
2. NATURAL DIAMONDS
3. CAR & TRUCK LED LIGHTS
4. HAIR DAMAGE TREATMENTS
5. MEN'S COATS

LIFESTYLE 34%
ELECTRONICS 29%
MEDIA 2%
COLLECTIBLES 35%

2012 RANK 8
2011 RANK 8
CHANGE

TOP SELLING HUBS
1. MOSCOW
2. ROSTOV-ON-DON
3. SAINT PETERSBURG
4. OMSK
5. NOVOSIBIRSK

TOP BUYING HUBS
1. MOSCOW
2. SAINT PETERSBURG
3. BARNaul
4. SAMARA
5. KRASNO达尔

RUSSIA JUMPED BACK INTO THE SPACE RACE, SELLING THE MOST SPACE THEMED STAMPS TO DESI SPACE JUNKIES

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HONG KONG - COUNTRY

HONG KONG SOLD KEYBOARD FOLIOS TO THE HOTSHOT INDIAN EXECUTIVES

**TOP SELLING HUBS**
1. CENTRAL
2. NORTH POINT
3. KOWLOON
4. TSUEN WAN
5. KOWLOON TONG

**TOP BUYING HUBS**
1. CENTRAL
2. MUI WO
3. KOWLOON
4. WAN CHAI
5. TAI PO

**TOP 5 SOLD**
1. SMART PHONES
2. NAIL ART
3. USB FLASH DRIVES
4. RADIO CONTROL HELICOPTERS TOYS
5. DRESSES

**TOP 5 BOUGHT**
1. NATURAL DIAMONDS
2. HONG KONG STAMPS
3. FILM CAMERAS
4. MOTORCYCLE PARTS
5. HANDBAGS

**LIFESTYLE** 38%
**ELECTRONICS** 58%
**MEDIA** 0%
**COLLECTIBLES** 4%

**TOP SELLING HUBS**
1. CENTRAL
2. NORTH POINT
3. KOWLOON
4. TSUEN WAN
5. KOWLOON TONG

**TOP BUYING HUBS**
1. CENTRAL
2. MUI WO
3. KOWLOON
4. WAN CHAI
5. TAI PO

**LIFESTYLE** 60%
**ELECTRONICS** 10%
**MEDIA** 6%
**COLLECTIBLES** 24%

HONG KONG - COUNTRY
ITALY - COUNTRY

ITALIAN BELLES STRUTTED THEIR STUFF IN BEAUTIFUL SAREES BOUGHT FROM INDIA

TOP SELLING HUBS
1. Rome
2. Milan
3. Ciampino
4. Turin
5. Florence

TOP BUYING HUBS
1. Rome
2. Milan
3. Naples
4. Aprilia
5. Turin

TOP 5 SOLD
1. Vintage Car Parts
2. Cacti
3. Drawing and Art Kits
4. Collectible Fountain Pens
5. Vehicle Performance Chips

LIFESTYLE: 26%
ELECTRONICS: 14%
MEDIA: 1%
COLLECTIBLES: 59%

TOP 5 BOUGHT
1. Wristwatches
2. Belly Dance Wear
3. Herbal Dietary Supplements
4. Skirts
5. Aromatherapy Oils

LIFESTYLE: 78%
ELECTRONICS: 8%
MEDIA: 3%
COLLECTIBLES: 11%

ITALY - COUNTRY
ITALIAN BELLES STRUTTED THEIR STUFF IN BEAUTIFUL SAREES BOUGHT FROM INDIA
ABOUT EBAY INC.

Founded in 1995 in San Jose, California, eBay Inc. (NASDAQ:EBAY) is a global commerce platform and payments leader connecting millions of buyers and sellers. We do so through eBay, the world’s largest online marketplace, which allows users to buy and sell in nearly every country on earth; through PayPal, which enables individuals and businesses to securely, easily and quickly send and receive digital payments; and through GSI, which facilitates ecommerce, multichannel retailing and digital marketing for global enterprises. X.commerce brings together the technology assets and developer communities of eBay, PayPal and Magento, an ecommerce platform, to support eBay Inc.’s mission of enabling commerce. We also reach millions through specialised marketplaces such as StubHub, the world’s largest ticket marketplace, and eBay classifieds sites, which together have a presence in more than 1,000 cities around the world. For more information about the company and its global portfolio of online brands, visit www.ebayinc.com.

ABOUT EBAY INDIA

eBay India (www.eBay.in), India’s leading eCommerce marketplace, is India’s No. 1 online shopping destination where thousands of entrepreneurs, brands and manufacturers trade the widest range of products across Electronics, Lifestyle, Collectibles & Media categories to millions of Indian consumers. eBay India is a 100% subsidiary of eBay Inc.

EBAY INDIA COMMUNITY

eBay India has an over 5 million strong community from across 4,306 Indian cities. eBay India has over 2.2 million Facebook fans on www.facebook.com/ebaydotin. Approximately 30,000 sellers sell on eBay India annually. Over 2 million products are available for sale on eBay India every day.
KEY MILESTONES AT EBAY INDIA

EBAY INDIA HAS BEEN COMMITTED TO FOSTERING THE GROWTH OF ECOMMERCE IN INDIA & CELEBRATES ITS 8TH ANNIVERSARY IN MARCH 2013.

2004:
• eBay Inc. acquires Baazee.com

2005:
• Launch of eBay India (www.eBay.in)
• Launch of eBay for Charity
• First Retail Exports Transaction

2006:
• eBay launched the eBay eCommerce Guide

2007:
• Launch of Enhanced PaisaPay

2008:
• Launch of Phone Support
• eBay Census debuts

2009:
• Global EasyBuy Debuts

2010:
• eBay Guarantee launches

2011:
• eBay launches Mobile Commerce

2012:
• eBay introduces Dotstyle
ON AN AVERAGE DAY ON EBAY INDIA

- Every 1 min: A Mobile Accessory
- Every 2 min: A Mobile Handset
- Every 3 min: A Kitchen Product
- Every 3 min: A Coin or a Note
- Every 3 min: A Portable Storage
- Every 5 min: A Health or Beauty Product
- Every 4 min: A Watch
- Every 12 min: A Stamp
- Every 10 min: A Fitness Product
- Every 10 min: A Toy
- Every 12 min: A Home Appliance
- Every 16 min: A Digital Camera
- Every 26 min: A Pair of Sunglasses
- Every 16 min: A Pair of Footwear
- Every 15 min: A Tablet
- Every 28 min: A MP3 Player
- Every 30 min: A TV
- Every 34 min: A Baby Care Product
- Every 35 min: A Book or Magazine
- Every 34 min: A Pair of Apparel
- Every 34 min: An Auto Accessory
- Every 30 min: A Piece of Jewellery
- Every 30 min: A Piece of Apparel
- Every 30 min: A Baby Care Product
- Every 30 min: A Fitness Product
- Every 30 min: A Fashion Product
- Every 30 min: A Book or Magazine
- Every 30 min: A Digital Camera
- Every 30 min: A Pair of Footwear
- Every 30 min: A Toy
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## CENSUS GLOSSARY

<table>
<thead>
<tr>
<th>Term</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>eCommerce Hubs</strong></td>
<td>eBay customer locations in India from where they are either Buying or Selling on eBay India site or Exporting or Importing from eBay global sites</td>
</tr>
<tr>
<td><strong>Import Hubs</strong></td>
<td>eBay Buyer locations in India from where they are Buying from International eBay sellers</td>
</tr>
<tr>
<td><strong>Export Hubs</strong></td>
<td>eBay Seller locations in India from where they are selling to International eBay buyers</td>
</tr>
<tr>
<td><strong>Rural Hubs</strong></td>
<td>eBay users buying or selling from Indian Rural locations as classified by the Census of India, 2011</td>
</tr>
<tr>
<td><strong>Bharat Hubs</strong></td>
<td>eBay users buying or selling from Indian Tier 2, 3, 4 locations</td>
</tr>
<tr>
<td><strong>Global Buying Hubs</strong></td>
<td>Country of Global eBay Buyers buying from eBay sellers based in India</td>
</tr>
<tr>
<td><strong>Global Selling Hubs</strong></td>
<td>Country of Global eBay sellers selling to eBay India users</td>
</tr>
<tr>
<td><strong>Top Traded Products</strong></td>
<td>Top products being bought or sold on eBay India</td>
</tr>
<tr>
<td><strong>Top Domestic Sold</strong></td>
<td>Top products being sold on eBay India site</td>
</tr>
<tr>
<td><strong>Top Domestic Bought</strong></td>
<td>Top products being purchased on eBay India site</td>
</tr>
<tr>
<td><strong>Top Export</strong></td>
<td>Top products being sold by Indian sellers to International eBay Buyers</td>
</tr>
<tr>
<td><strong>Top Import</strong></td>
<td>Top products being purchased by Indian buyer from International eBay sellers</td>
</tr>
<tr>
<td><strong>10 Metros</strong></td>
<td>Mumbai, Delhi, Chennai, Bengaluru, Kolkata, Jaipur, Pune, Hyderabad, Chandigarh and Ahmedabad</td>
</tr>
</tbody>
</table>
eBay Mobile Commerce
Access eBay India on your tablet or smart phone through a suite of Mobile apps or on the Mobile web on www.ebay.in/mobile

Social Media
Connect with us on Facebook on www.facebook.com/ebaydotin or on www.twitter.com/ebayindia

Global EasyBuy
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

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

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

eBay India Online Media Centre
Get the latest news on eBay India on www.ebay.in/mediacentre

eBay for Charity
Shop for a cause from Indian charities on www.ebay.in/charity

Advertise With eBay
Can’t get enough of eBay? Promote your business here at eBay India. www.ebay.in/advertising

eBay Customer Support
Contact eBay customer support at 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