

A blue rounded rectangular frame representing a smartphone. At the top, there is a small yellow circle and a yellow pill-shaped notch. At the bottom, there is a yellow circle containing a small white square icon.

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**CENSUS 2012**

India under a lens

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## 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.

# 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

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# KEY FINDINGS

4,306  
ECOMMERCE HUBS



3,281  
BHARAT HUBS



1,015  
RURAL HUBS



523  
EXPORT HUBS



2,638  
IMPORT HUBS



201  
GLOBAL BUYING HUBS



141  
GLOBAL SELLING HUBS



## 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     | 6 HYDERABAD  |
| 2 MUMBAI    | 7 AHMEDABAD  |
| 3 JAIPUR    | 8 KOLKATA    |
| 4 BENGALURU | 9 CHANDIGARH |
| 5 CHENNAI   | 10 PUNE      |

## TOP 10 STATES

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

## TOP 10 COUNTRIES

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

## TOP 10 BRANDS

- |           |              |
|-----------|--------------|
| 1 SAMSUNG | 6 BLACKBERRY |
| 2 APPLE   | 7 CANON      |
| 3 SONY    | 8 TRANSCEND  |
| 4 NOKIA   | 9 MICROMAX   |
| 5 SANDISK | 10 NIKON     |

# KEY FINDINGS

## TOP 10 RURAL HUBS

- |                        |                        |
|------------------------|------------------------|
| 1. GUNTUR (AP)         | 6. JALGAON (MH)        |
| 2. CHORYASI (GJ)       | 7. CHIRAYINKEEZHU (KL) |
| 3. KARTHIKAPPALLY (KL) | 8. KUTTALAM (TN)       |
| 4. VILLUPURAM (TN)     | 9. KUNNATHUNAD (KL)    |
| 5. DINDORI (MH)        | 10. KADMA (JH)         |

## TOP 10 RURAL EXPORT HUBS





- |                      |                       |
|----------------------|-----------------------|
| 1. CHORYASI (GJ)     | 6. JALGAON (MH)       |
| 2. KUTTALAM (TN)     | 7. KADAMBAGACCHI (WB) |
| 3. JUHI (UP)         | 8. GADRA (RJ)         |
| 4. DINDORI (MH)      | 9. MEENACHIL (KL)     |
| 5. UDUMBANCHOLA (KL) | 10. GUNTUR (AP)       |

## TOP 10 RURAL IMPORT HUBS

- |                        |                        |
|------------------------|------------------------|
| 1. GUNTUR (AP)         | 6. KUNNATHUNAD (KL)    |
| 2. DINDORI (MH)        | 7. CHIRAYINKEEZHU (KL) |
| 3. KARTHIKAPPALLY (KL) | 8. RAMPUR (UP)         |
| 4. JALGAON (MH)        | 9. MEENACHIL (KL)      |
| 5. CHORYASI (GJ)       | 10. GADAG (KA)         |

# KEY FINDINGS

## TOP 5 RURAL TRADED

1 MOBILE PHONE CASES	 LIFESTYLE	36%
2 REPUBLIC OF INDIA NOTES	 ELECTRONICS	54%
3 MODEMS	 MEDIA	1%
4 BLUETOOTH HEADSETS	 COLLECTIBLES	9%
5 TABLETS		

## TOP 5 RURAL EXPORTED

1 NATURAL DIAMONDS	 LIFESTYLE	86%
2 SALWAR KAMEEZ	 ELECTRONICS	2%
3 TEMPORARY TATTOOS	 MEDIA	0%
4 DECORATIVE CRYSTALS	 COLLECTIBLES	12%
5 SAREES		

## TOP 5 RURAL IMPORTED

1 SMART PHONES	 LIFESTYLE	39%
2 WRIST WATCHES	 ELECTRONICS	49%
3 GPS HOLDERS	 MEDIA	1%
4 SOLAR ENERGY PANELS	 COLLECTIBLES	11%
5 LAPTOPS		



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# TOP 10 CITIES

# DELHI - CITY

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



## DOMESTIC TOP 5 SOLD

1. MOBILE HEADSETS	📱 LIFESTYLE	41%
2. MEN'S WRIST WATCHES	📱 ELECTRONICS	51%
3. TOOL KITS	📱 MEDIA	3%
4. CAR WAXES	📱 COLLECTIBLES	5%
5. REPUBLIC OF INDIA NOTES		



## TOP 5 EXPORTED

1. NATURAL DIAMONDS	📱 LIFESTYLE	83%
2. AUTO MOULDINGS & TRIMS	📱 ELECTRONICS	4%
3. AROMATHERAPY	📱 MEDIA	7%
4. SILK FABRICS	📱 COLLECTIBLES	6%
5. SAREES		

## DOMESTIC TOP 5 BOUGHT

1. BODY CARE	📱 LIFESTYLE	43%
2. MOBILE SCREEN PROTECTOR	📱 ELECTRONICS	47%
3. 8GB PEN DRIVES	📱 MEDIA	2%
4. MEN'S WALLETS	📱 COLLECTIBLES	8%
5. MEN'S FRAGRANCES		

## TOP 5 IMPORTED

1. SMART PHONES	📱 LIFESTYLE	49%
2. FASHION NECKLACES	📱 ELECTRONICS	32%
3. HANDBAGS	📱 MEDIA	3%
4. VIDEO GAME CONSOLES	📱 COLLECTIBLES	16%
5. MEN'S COATS		

# MUMBAI - CITY

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

TOP  
BRANDS

RANK

1

SAMSUNG

RANK

2

APPLE

RANK

3

SONY

RANK

4

NOKIA

RANK

5

SANDISK

2012 RANK

2

2011 RANK

2

CHANGE

## DOMESTIC TOP 5 SOLD

1. LAPTOP ACCESSORIES	LIFESTYLE	58%
2. MEN'S WALLETS	ELECTRONICS	36%
3. WOMEN'S FASHION WATCHES	MEDIA	2%
4. INDIAN STAMPS	COLLECTIBLES	4%
5. TABLETS		

## TOP 5 EXPORTED

1. GEMSTONE NECKLACES	LIFESTYLE	77%
2. CRAFTS FABRIC	ELECTRONICS	6%
3. DVDS & BLU-RAY DISCS	MEDIA	6%
4. WATCH PARTS	COLLECTIBLES	11%
5. SKIRTS		

## DOMESTIC TOP 5 BOUGHT

1. MOBILE CASES	LIFESTYLE	38%
2. BRITISH INDIA COINS	ELECTRONICS	46%
3. MEN'S FRAGRANCES	MEDIA	2%
4. MEMORY CARD READERS	COLLECTIBLES	14%
5. TABLETS		

## TOP 5 IMPORTED

1. BRITISH COLONIAL STAMPS	LIFESTYLE	55%
2. MOBILE PHONE SKINS	ELECTRONICS	23%
3. FASHION NECKLACES	MEDIA	2%
4. DRESSES	COLLECTIBLES	20%
5. UNISEX HATS		

# JAIPUR - CITY

AUTO ENTHUSIASTS IN JAIPUR GET PLAYFUL WITH THE MOST TOY CAR PURCHASES ON EBAY



## DOMESTIC TOP 5 SOLD

1. BED LINEN	LIFESTYLE	31%
2. MOBILE HANDSFREE SETS	ELECTRONICS	63%
3. SILVER JHUMKAS	MEDIA	1%
4. KURTIS	COLLECTIBLES	5%
5. ROOM HEATERS		



## TOP 5 EXPORTED

1. ONYX GEMSTONES	LIFESTYLE	99%
2. GEMSTONE EARRINGS	ELECTRONICS	0%
3. HANDCRAFTED RINGS	MEDIA	0%
4. SALWAR KAMEEZ	COLLECTIBLES	1%
5. HANDBAGS		

## DOMESTIC TOP 5 BOUGHT

1. MEMORY CARD READERS	LIFESTYLE	49%
2. SMART PHONES	ELECTRONICS	42%
3. MEN'S WRIST WATCHES	MEDIA	2%
4. FACE CARE PRODUCTS	COLLECTIBLES	8%
5. PRECIOUS METAL COINS		

## TOP 5 IMPORTED

1. FASHION BRACELETS	LIFESTYLE	85%
2. SMART PHONES	ELECTRONICS	6%
3. CORAL GEMSTONES	MEDIA	1%
4. TILES & FLOORING	COLLECTIBLES	8%
5. WOMEN'S COATS		

# BENGALURU - CITY

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

TOP  
BRANDS

RANK

1

SAMSUNG

RANK

2

APPLE

RANK

3

SONY

RANK

4

NOKIA

RANK

5

SANDISK

CHANGE



2012 RANK

4

2011 RANK

3

## DOMESTIC TOP 5 SOLD

1. SMART PHONES	LIFESTYLE	25%
2. EXTERNAL DRIVE CASINGS	ELECTRONICS	64%
3. MEN'S WALLETS	MEDIA	1%
4. CAR WAXES	COLLECTIBLES	10%
5. PET ACCESSORIES		

## TOP 5 EXPORTED

1. NATURAL DIAMONDS	LIFESTYLE	68%
2. CRAFTS YARN	ELECTRONICS	4%
3. MOVIE DVDS	MEDIA	20%
4. HAIR LOSS REMEDIES	COLLECTIBLES	8%
5. COMMEMORATIVE COINS		

## DOMESTIC TOP 5 BOUGHT

1. HOME THEATRE ACCESSORIES	LIFESTYLE	38%
2. CAMERA FILTERS	ELECTRONICS	52%
3. MEN'S WRIST WATCHES	MEDIA	2%
4. MEN'S FRAGRANCES	COLLECTIBLES	9%
5. WEIGHT TRAINING EQUIPMENT		

## TOP 5 IMPORTED

1. SMART PHONES	LIFESTYLE	46%
2. CAPACITORS	ELECTRONICS	36%
3. EUROPEAN SCRIPOPHILY	MEDIA	2%
4. CRAFT BEADS	COLLECTIBLES	16%
5. FASHION EARRINGS		

# CHENNAI - CITY

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

## TOP BRANDS

RANK  
**1**  
SONY

RANK  
**2**  
SAMSUNG

RANK  
**3**  
APPLE

RANK  
**4**  
SANDISK

RANK  
**5**  
NOKIA

## DOMESTIC TOP 5 SOLD

1. SMART PHONES	LIFESTYLE	26%
2. INDIAN FIRST DAY COVERS	ELECTRONICS	52%
3. TABLETS	MEDIA	1%
4. CONDOMS	COLLECTIBLES	21%
5. PRECIOUS METAL COINS		

2012 RANK  
5

2011 RANK  
5

CHANGE

## TOP 5 EXPORTED

1. NATURAL EMERALD	LIFESTYLE	77%
2. MARBLE TILES	ELECTRONICS	4%
3. TEMPORARY TATTOOS	MEDIA	1%
4. MEN'S SHIRTS	COLLECTIBLES	18%
5. MEN'S UNDERWEAR		

## DOMESTIC TOP 5 BOUGHT

1. LAPTOP ACCESSORIES	LIFESTYLE	40%
2. BRITISH INDIA COINS	ELECTRONICS	49%
3. MEN'S WALLETS	MEDIA	2%
4. MEN'S FRAGRANCES	COLLECTIBLES	9%
5. KURTIS		

## TOP 5 IMPORTED

1. CHINA STAMPS	LIFESTYLE	50%
2. DIECAST CARS	ELECTRONICS	30%
3. PURSES	MEDIA	1%
4. MEN'S SUNGLASSES	COLLECTIBLES	19%
5. LAPTOPS		

# HYDERABAD - CITY

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

TOP BRANDS

RANK

1

SAMSUNG

RANK

2

APPLE

RANK

3

SONY

RANK

4

NOKIA

RANK

5

SANDISK

2012 RANK

6

2011 RANK

6

CHANGE

## DOMESTIC TOP 5 SOLD

1. UMBRELLAS	LIFESTYLE	59%
2. MEN'S CHRONOGRAPH WATCHES	ELECTRONICS	34%
3. LIGHTING ACCESSORIES	MEDIA	1%
4. ANTI-AGING PRODUCTS	COLLECTIBLES	6%
5. PEELERS & SLICERS		

## TOP 5 EXPORTED

1. MOVIE DVDS	LIFESTYLE	44%
2. CRYSTAL BANGLES	ELECTRONICS	26%
3. WOMEN'S SWIMWEAR	MEDIA	26%
4. LIGHTENING CREAMS	COLLECTIBLES	4%
5. COMICS		

## DOMESTIC TOP 5 BOUGHT

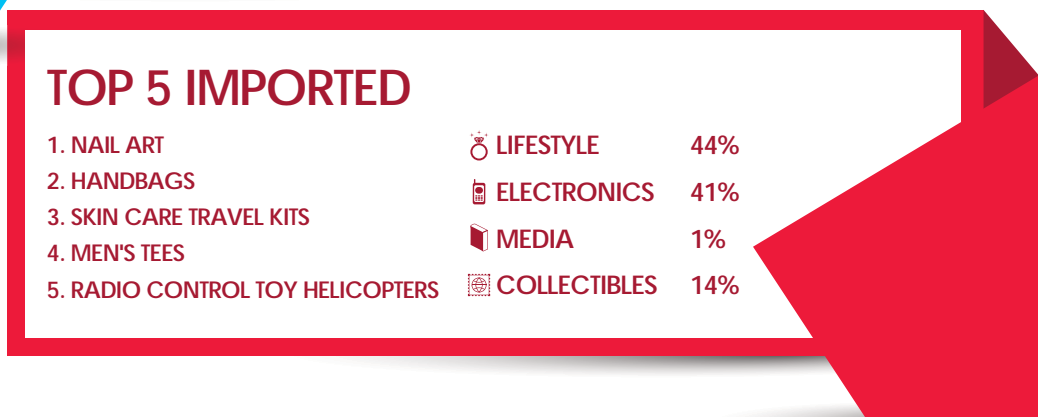
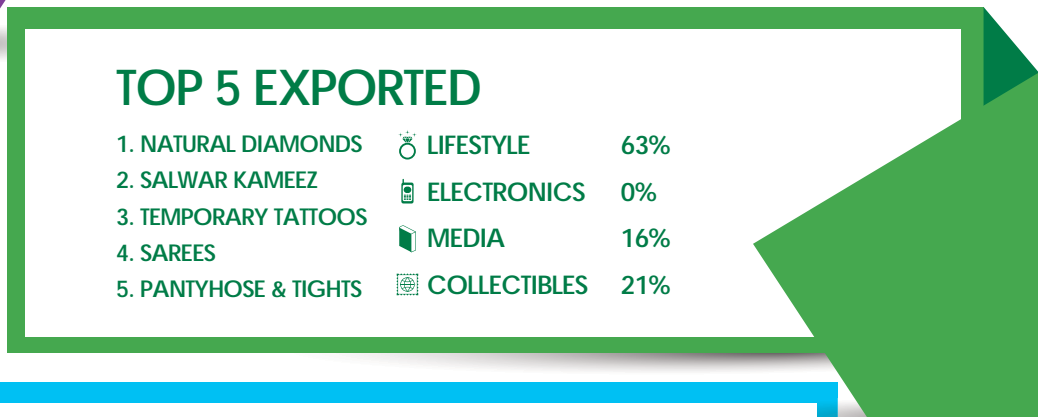
1. TABLETS	LIFESTYLE	42%
2. BLUETOOTH HEADSETS	ELECTRONICS	48%
3. KURTIS	MEDIA	1%
4. MEN'S FRAGRANCES	COLLECTIBLES	9%
5. CAMERA FILTERS		

## TOP 5 IMPORTED

1. PNEUMATIC VALVES	LIFESTYLE	42%
2. HEADPHONES	ELECTRONICS	37%
3. HANDBAGS	MEDIA	2%
4. MALAYSIA COINS	COLLECTIBLES	19%
5. CAMERAS LENSES		

# AHMEDABAD - CITY

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





# KOLKATA - CITY

ARTSY KOLKATANS EXPORTED  
THE MOST TIBETAN COLLECTIBLES

## TOP BRANDS

RANK

1

NOKIA

RANK

2

SAMSUNG

RANK

3

SONY

RANK

4

APPLE

RANK

5

SANDISK



## DOMESTIC TOP 5 SOLD

1. CAMERAS TRIPODS	LIFESTYLE	30%
2. EMERGENCY LIGHTS	ELECTRONICS	53%
3. KEY CHAINS	MEDIA	1%
4. HANDBAGS	COLLECTIBLES	16%
5. TABLETS		

## TOP 5 EXPORTED

1. LP RECORDS	LIFESTYLE	34%
2. ANKLETS	ELECTRONICS	6%
3. BHUTAN STAMPS	MEDIA	8%
4. MEN'S TEES	COLLECTIBLES	52%
5. ANTIVIRUS SOFTWARE		

## DOMESTIC TOP 5 BOUGHT

1. DUAL SIM MOBILE PHONES	LIFESTYLE	35%
2. INDIAN STAMPS MINIATURE SHEETS	ELECTRONICS	45%
3. MEN'S WRIST WATCHES	MEDIA	2%
4. MEN'S FRAGRANCES	COLLECTIBLES	18%
5. AFRICAN COINS		

## TOP 5 IMPORTED

1. CAMCORDERS	LIFESTYLE	37%
2. VIDEO GLASSES	ELECTRONICS	26%
3. PERENNIAL FLOWER SEEDS	MEDIA	4%
4. MILITARY ACTION FIGURE TOYS	COLLECTIBLES	33%
5. DRESSES		

# CHANDIGARH - CITY

CHANDIGARH WORKED UP A SWEAT BY SELLING THE MOST TREADMILLS TO FITNESS FREAKS



## DOMESTIC TOP 5 SOLD

1. BLUETOOTH DONGLES	LIFESTYLE	21%
2. 5 DVD PACKS	ELECTRONICS	78%
3. REGULAR EXERCISE CYCLES	MEDIA	0%
4. PC SOUND CARDS	COLLECTIBLES	1%
5. MEN'S METAL FRAME SUNGLASSES		



## TOP 5 EXPORTED

1. CAMERAS LENS FILTERS	LIFESTYLE	40%
2. HOMEOPATHIC HERBAL REMEDIES	ELECTRONICS	46%
3. SMART PHONES	MEDIA	10%
4. HORSE SADDLES	COLLECTIBLES	4%
5. MOBILITY & DISABILITY BRACES		

## DOMESTIC TOP 5 BOUGHT

1. MOBILE ACCESSORIES	LIFESTYLE	45%
2. MEMORY CARD READERS	ELECTRONICS	47%
3. WOMEN'S FRAGRANCES	MEDIA	2%
4. DESIGNER PENS	COLLECTIBLES	6%
5. CAR PERFUMES		

## TOP 5 IMPORTED

1. DRESSES	LIFESTYLE	56%
2. VIDEO GAME STYLUSES	ELECTRONICS	37%
3. PURSES	MEDIA	2%
4. TOPS	COLLECTIBLES	5%
5. SUNGLASSES		

# PUNE - CITY

TO MANY A HOMEMAKER'S DELIGHT, PUNE SOLD MORE KITCHEN ACCESSORIES THAN ANY OTHER CITY

## TOP BRANDS

RANK

1

SAMSUNG

RANK

2

APPLE

RANK

3

SONY

RANK

4

SANDISK

RANK

5

NOKIA

CHANGE

2012 RANK  
10

2011 RANK  
9

## DOMESTIC TOP 5 SOLD

1. TABLETS	LIFESTYLE	23%
2. ROUTERS	ELECTRONICS	65%
3. MEN'S PRINTED TEES	MEDIA	0%
4. SPORTS SHOES	COLLECTIBLES	12%
5. SALWAR SUIT MATERIAL		

## TOP 5 EXPORTED

1. DIARIES	LIFESTYLE	44%
2. TABLETS	ELECTRONICS	15%
3. PILLOWCASES	MEDIA	9%
4. KEYBOARD FOLIOS	COLLECTIBLES	32%
5. WALL ORNAMENTS		

## DOMESTIC TOP 5 BOUGHT

1. MOBILE PHONE CASES	LIFESTYLE	38%
2. ASIAN CURRENCY	ELECTRONICS	48%
3. MEN'S WRIST WATCHES	MEDIA	2%
4. MEN'S FRAGRANCES	COLLECTIBLES	12%
5. KURTIS		

## TOP 5 IMPORTED

1. CRAFT BEADS	LIFESTYLE	52%
2. CAMERA LENS ADAPTERS	ELECTRONICS	36%
3. DRESSES	MEDIA	1%
4. MEN'S SUNGLASSES	COLLECTIBLES	11%
5. AMPLIFIERS		

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# STATES & UNION TERRITORIES

# 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



## DOMESTIC 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. WRIST WATCH 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. SMART PHONES             |              |     |

## 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       |              |     |

# DELHI - STATE

DELHI PROPAGATES ROAD SAFETY FOR INDIAN RIDERS BY SELLING THE MOST RIDER PROTECTIVE GEAR

## TOP ECOMMERCE HUB

1. DELHI

## TOP RURAL HUB

## TOP EXPORT HUB

1. DELHI

## DOMESTIC TOP 5 SOLD

1. MOBILE HEADSETS	LIFESTYLE	41%
2. MEN'S WRIST WATCHES	ELECTRONICS	51%
3. TOOL KITS	MEDIA	3%
4. CAR WAXES	COLLECTIBLES	5%
5. REPUBLIC OF INDIA NOTES		



## TOP 5 EXPORTED

1. NATURAL DIAMONDS	LIFESTYLE	83%
2. AUTO MOULDINGS & TRIMS	ELECTRONICS	4%
3. AROMATHERAPY	MEDIA	7%
4. SILK FABRICS	COLLECTIBLES	6%
5. SAREES		

## DOMESTIC TOP 5 BOUGHT

1. BODY CARE	LIFESTYLE	43%
2. MOBILE SCREEN PROTECTOR	ELECTRONICS	47%
3. 8GB PEN DRIVES	MEDIA	2%
4. MEN'S WALLETS	COLLECTIBLES	8%
5. MEN'S FRAGRANCES		

## TOP 5 IMPORTED

1. SMART PHONES	LIFESTYLE	49%
2. FASHION NECKLACES	ELECTRONICS	32%
3. HANDBAGS	MEDIA	3%
4. VIDEO GAME CONSOLES	COLLECTIBLES	16%
5. MEN'S COATS		

# RAJASTHAN - STATE

DAZZLING GEMSTONE EARRINGS FROM RAJASTHAN  
ADORNED MANY CHICKAS AROUND THE WORLD

## TOP ECOMMERCE HUBS

1. JAIPUR
2. JODHPUR
3. UDAIPUR
4. BIKANER
5. KOTA

## TOP RURAL HUBS

1. BADGAON
2. LAXMAN GARH
3. MANDAWAR
4. GADRA
5. CHOHTAN

## TOP EXPORT HUBS

1. JAIPUR
2. JODHPUR
3. UDAIPUR
4. KEKRI
5. AJMER



## DOMESTIC TOP 5 SOLD

1. BED SETS	LIFESTYLE	32%
2. SILVER JHUMKAS	ELECTRONICS	55%
3. WOMEN'S TEES	MEDIA	1%
4. ROOM HEATERS	COLLECTIBLES	12%
5. HANDBAGS		

## TOP 5 EXPORTED

1. ONYX GEMSTONES	LIFESTYLE	96%
2. GEMSTONE EARRINGS	ELECTRONICS	0%
3. SALWAR KAMEEZ	MEDIA	0%
4. DECORATIVE SWORDS	COLLECTIBLES	4%
5. SAREES		

## DOMESTIC TOP 5 BOUGHT

1. CALLING CARDS	LIFESTYLE	47%
2. MOBILE PHONE CASES	ELECTRONICS	42%
3. TALCUM POWDER	MEDIA	2%
4. MEN'S WALLETS	COLLECTIBLES	9%
5. SMART PHONES		

## TOP 5 IMPORTED

1. HANDCRAFTED BRACELETS	LIFESTYLE	78%
2. NATURAL DIAMONDS	ELECTRONICS	12%
3. WOMEN'S INTIMATES	MEDIA	1%
4. MEN'S JACKETS	COLLECTIBLES	9%
5. FLOOR TILES		

# TAMIL NADU - STATE

TAMIL NADU RESIDENTS DOUBLE UP AS MR. FIX IT  
BUYING THE MOST TOOL KITS ON EBAY

## TOP ECOMMERCE HUBS

1. CHENNAI
2. COIMBATORE
3. TIRUCHIRAPPALLI
4. MADURAI
5. SALEM

## TOP RURAL HUBS

1. VILLUPURAM
2. KUTTALAM
3. VILAVANCODE
4. KALKULAM
5. THOVALAI

## TOP EXPORT HUBS

1. CHENNAI
2. SRIVILLIPUTHUR
3. COIMBATORE
4. PALAYANKOTTAI
5. METTUR

## DOMESTIC TOP 5 SOLD

1. SMART PHONES	LIFESTYLE	29%
2. MEN'S POLO TEES	ELECTRONICS	49%
3. CONDOMS	MEDIA	1%
4. PRECIOUS METAL COINS	COLLECTIBLES	21%
5. DECORATIVE MIRRORS		



## TOP 5 EXPORTED

1. NATURAL EMERALDS	LIFESTYLE	83%
2. MARBLE TILES	ELECTRONICS	4%
3. HAIR DAMAGE TREATMENTS	MEDIA	1%
4. VESTMENTS	COLLECTIBLES	12%
5. SAREES		

## DOMESTIC TOP 5 BOUGHT

1. 8GB PEN DRIVES	LIFESTYLE	39%
2. TABLETS	ELECTRONICS	50%
3. FOOD STORAGE CONTAINERS	MEDIA	2%
4. KURTIS	COLLECTIBLES	9%
5. WOMEN'S NOVELTY WATCHES		

## TOP 5 IMPORTED

1. TANZANITE GEMSTONES	LIFESTYLE	50%
2. BUTTERFLY COLLECTIBLES	ELECTRONICS	31%
3. MEN'S SUNGLASSES	MEDIA	1%
4. PURSES	COLLECTIBLES	18%
5. MEN'S TEES		



# KARNATAKA - STATE

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

## TOP ECOMMERCE HUBS

1. BENGALURU
2. MYSORE
3. MANGALORE
4. DAVANAGERE
5. UDUPI

## TOP RURAL HUBS

1. GADAG
2. HUVINAHADAGALI
3. THIRTHAHALLI
4. SOMWARPET
5. SHAHAPUR

## TOP EXPORT HUBS

1. BENGALURU
2. MANGALORE
3. MYSORE
4. BELGAUM
5. KUNDGOL



## 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            |              |     |

## TOP 5 EXPORTED

- |                       |              |     |
|-----------------------|--------------|-----|
| 1. NEEDLECRAFT YARNS  | LIFESTYLE    | 50% |
| 2. PRAYER BEADS       | ELECTRONICS  | 21% |
| 3. VIDEO GAMES        | MEDIA        | 13% |
| 4. HAIR LOSS REMEDIES | COLLECTIBLES | 16% |
| 5. SAREES             |              |     |

## 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                    |              |     |

## 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    |              |     |

# GUJARAT - STATE

## GUJARAT HEALED THE WORD BY EXPORTING MOST CRYSTAL HEALING PENDANTS

### TOP ECOMMERCE HUBS

1. AHMEDABAD
2. VADODARA
3. SURAT
4. DOD BALLAPUR
5. KUNZER

### TOP RURAL HUBS

1. CHORYASI
2. SONGADH
3. OKHAMANDAL
4. OLPAD
5. NAKHATRANA

### TOP EXPORT HUBS

1. AHMEDABAD
2. SURAT
3. PALANPUR
4. VADODARA
5. BHAVNAGAR

### DOMESTIC TOP 5 SOLD

1. MACHINE EMBROIDERED SAREES	LIFESTYLE	36%
2. 8GB PEN DRIVES	ELECTRONICS	49%
3. NATURAL DIAMONDS	MEDIA	0%
4. SMART PHONES	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. TADEPALLIGUDEM



## 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	🌐 COLLECTIBLES	5%
5. MEN'S SKIN CARE		

## DOMESTIC TOP 5 BOUGHT

1. MOBILE CASES	🕒 LIFESTYLE	41%
2. MEN'S WALLETS	📱 ELECTRONICS	49%
3. TABLETS	📺 MEDIA	2%
4. KURTIS	🌐 COLLECTIBLES	8%
5. MEN'S FRAGRANCES		

## TOP 5 IMPORTED

1. PNEUMATIC VALVES	🕒 LIFESTYLE	41%
2. HANDBAGS	📱 ELECTRONICS	40%
3. MEN'S SUNGLASSES	📺 MEDIA	1%
4. CAMERA LENSES	🌐 COLLECTIBLES	18%
5. MP3 PLAYERS		

# 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. MACHHALISHAHAR
4. SADAR
5. PALIA

## TOP EXPORT HUBS

1. GHAZIABAD
2. LUCKNOW
3. VARANASI
4. RAMNAGAR
5. KOVILPATTI

## DOMESTIC TOP 5 SOLD

1. MEENA JEWELLERY	 LIFESTYLE	32%
2. LAPTOP SLEEVES	 ELECTRONICS	51%
3. MEN'S CASUAL SHOES	 MEDIA	1%
4. METAL FRAME SUNGLASSES	 COLLECTIBLES	16%
5. MEN'S SOCKS		







## TOP 5 EXPORTED

1. LAMPWORK	 LIFESTYLE	72%
2. BRACELETS	 ELECTRONICS	3%
3. SAREES	 MEDIA	9%
4. RUGS	 COLLECTIBLES	16%
5. EYELINER		

## DOMESTIC TOP 5 BOUGHT

1. HOME THEATRE ACCESSORIES	 LIFESTYLE	44%
2. MEN'S WALLETS	 ELECTRONICS	45%
3. MEMORY CARD READERS	 MEDIA	2%
4. MEN'S FRAGRANCES	 COLLECTIBLES	9%
5. DESIGNER PENS		

## TOP 5 IMPORTED

1. RINGS	 LIFESTYLE	52%
2. DRESSES	 ELECTRONICS	30%
3. MEN'S JACKETS	 MEDIA	1%
4. NATURAL DIAMONDS	 COLLECTIBLES	17%
5. SCARVES		

# KERALA - STATE

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

## TOP ECOMMERCE HUBS

1. KOCHI
2. THIRUVANANTHAPURAM
3. THRISSUR
4. KOZHIKODE
5. PARAVUR

## TOP RURAL HUBS

1. KARTHIKAPPALLY
2. CHIRAYINKEEZHU
3. KUNNATHUNAD
4. ADOOR
5. MEENACHIL

## TOP EXPORT HUBS

1. RANNI
2. KANNUR
3. THIRUVANANTHAPURAM
4. KOCHI
5. MUVATTUPEZZHA



## DOMESTIC TOP 5 SOLD

- |                         |                |     |
|-------------------------|----------------|-----|
| 1. NORTH AMERICAN COINS | 🕒 LIFESTYLE    | 22% |
| 2. DIABETES MONITORS    | 📱 ELECTRONICS  | 33% |
| 3. FOOD CONTAINERS      | 📺 MEDIA        | 1%  |
| 4. HAIR OILS            | 🌐 COLLECTIBLES | 44% |
| 5. CURTAIN TASSELS      |                |     |

## TOP 5 EXPORTED

- |                             |                |     |
|-----------------------------|----------------|-----|
| 1. TEMPORARY TATTOOS        | 🕒 LIFESTYLE    | 88% |
| 2. SPICES                   | 📱 ELECTRONICS  | 6%  |
| 3. CABINET KNOBS            | 📺 MEDIA        | 1%  |
| 4. PAINTINGS                | 🌐 COLLECTIBLES | 5%  |
| 5. BLEMISH CONTROL REMEDIES |                |     |

## DOMESTIC TOP 5 BOUGHT

- |                                    |                |     |
|------------------------------------|----------------|-----|
| 1. MEN'S WALLETS                   | 🕒 LIFESTYLE    | 37% |
| 2. TABLETS                         | 📱 ELECTRONICS  | 50% |
| 3. MEN'S FRAGRANCES                | 📺 MEDIA        | 2%  |
| 4. TOOL KITS                       | 🌐 COLLECTIBLES | 11% |
| 5. MEN'S CHRONOGRAPH WRIST WATCHES |                |     |

## TOP 5 IMPORTED

- |                                 |                |     |
|---------------------------------|----------------|-----|
| 1. MOBILE PHONE HEADSETS        | 🕒 LIFESTYLE    | 38% |
| 2. SOUTH AMERICAN NOTES         | 📱 ELECTRONICS  | 37% |
| 3. SOLAR PANELS                 | 📺 MEDIA        | 2%  |
| 4. MEN'S ATHLETIC SHOES         | 🌐 COLLECTIBLES | 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. KUNJPURA
3. BOUND KALAN

## TOP EXPORT HUBS

1. FARIDABAD
2. HISAR
3. BAWANI KHERA
4. BHIWANI
5. KAITHAL

## DOMESTIC TOP 5 SOLD

1. MEN'S FRAGRANCES	 LIFESTYLE	28%
2. LED TVs	 ELECTRONICS	64%
3. BEDDING SETS	 MEDIA	1%
4. INDIAN COMMEMORATIVE COINS	 COLLECTIBLES	7%
5. SMART PHONES		




## TOP 5 EXPORTED

1. TRACTOR PARTS	 LIFESTYLE	84%
2. BELLY DANCEWEAR	 ELECTRONICS	4%
3. WOMEN'S PANTS	 MEDIA	5%
4. CORSETS		
5. NATURAL EMERALDS	 COLLECTIBLES	7%

## DOMESTIC TOP 5 BOUGHT

1. HOME THEATRE ACCESSORIES	 LIFESTYLE	46%
2. TALCUM POWDER	 ELECTRONICS	46%
3. FACE CARE PRODUCTS	 MEDIA	2%
4. WOMEN'S FRAGRANCES		
5. BLUETOOTH HEADSETS	 COLLECTIBLES	7%

## TOP 5 IMPORTED

1. PURSES	 LIFESTYLE	53%
2. CORAL GEMSTONES	 ELECTRONICS	35%
3. MEN'S TEES	 MEDIA	2%
4. DIAMOND RINGS		
5. MEN'S ATHLETIC SHOES	 COLLECTIBLES	11%

# PUNJAB - STATE

GALS AROUND THE WORLD INDULGED IN ETHNIC CHIC WITH THE MOST NOSE RINGS EXPORTED FROM PUNJAB

## 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



## DOMESTIC TOP 5 SOLD

- |                               |                |     |
|-------------------------------|----------------|-----|
| 1. MOBILE SCREEN PROTECTORS   | 📱 LIFESTYLE    | 34% |
| 2. AB CRUNCHERS               | 📱 ELECTRONICS  | 60% |
| 3. SMART PHONES               | 📱 MEDIA        | 1%  |
| 4. SWIMMING TRUNKS            | 📱 COLLECTIBLES | 5%  |
| 5. EMBROIDERED DRESS MATERIAL |                |     |

## TOP 5 EXPORTED

- |                     |                |     |
|---------------------|----------------|-----|
| 1. CHESS BOARDS     | 📱 LIFESTYLE    | 60% |
| 2. CRICKET BATS     | 📱 ELECTRONICS  | 9%  |
| 3. NOSE RINGS       | 📱 MEDIA        | 22% |
| 4. TOBACCIANA 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 WRIST WATCHES | 📱 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. CAMCORDERS             |                |     |

# WEST BENGAL - STATE

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

## TOP ECOMMERCE HUBS

1. KOLKATA
2. HOWRAH
3. SILIGURI
4. KHARAGPUR
5. DURGAPUR

## TOP RURAL HUBS

1. KADAMBAGACHHI
2. CHANCHAL
3. SAHID MATANGINI
4. PANDUA
5. HARDAM NAGAR

## TOP EXPORT HUBS

1. KOLKATA
2. BISHNUPUR
3. HOWRAH
4. DURGAPUR
5. MADARIHAT

## DOMESTIC TOP 5 SOLD

1. BLUETOOTH HEADSETS	LIFESTYLE	29%
2. CAMERAS TRIPODS	ELECTRONICS	51%
3. HANDBAGS	MEDIA	2%
4. KEY CHAINS	COLLECTIBLES	18%
5. COMICS		



## TOP 5 EXPORTED

1. MUSIC LP RECORDS	LIFESTYLE	44%
2. SAREES	ELECTRONICS	6%
3. FILM CAMERAS	MEDIA	6%
4. MOISSANITE GEMSTONES	COLLECTIBLES	44%
5. DIAMOND RINGS		

## DOMESTIC TOP 5 BOUGHT

1. BRITISH INDIA COINS	LIFESTYLE	36%
2. DUAL SIM MOBILES	ELECTRONICS	46%
3. MEMORY CARD READERS	MEDIA	2%
4. MEN'S WRIST WATCHES	COLLECTIBLES	16%
5. MEN'S FRAGRANCES		

## TOP 5 IMPORTED

1. MOVIE BLU-RAY DISCS	LIFESTYLE	39%
2. MOBILE PHONE ACCESSORIES	ELECTRONICS	28%
3. MEN'S TEES	MEDIA	3%
4. FISHING LINES	COLLECTIBLES	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. GHATTIA
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. SMART PHONES          | LIFESTYLE    | 24% |
| 2. 2 GB MP3 PLAYERS      | ELECTRONICS  | 71% |
| 3. MOUSTACHE TRIMMERS    | MEDIA        | 0%  |
| 4. NOVELTY WRIST WATCHES | COLLECTIBLES | 5%  |
| 5. EMERGENCY LIGHTS      |              |     |

## TOP 5 EXPORTED

- |                     |              |     |
|---------------------|--------------|-----|
| 1. AUTO MOULDINGS   | LIFESTYLE    | 94% |
| 2. DUVET COVERS     | ELECTRONICS  | 3%  |
| 3. BATH TOWELS      | MEDIA        | 2%  |
| 4. WOMEN'S TROUSERS | COLLECTIBLES | 1%  |
| 5. FASHION ANKLETS  |              |     |

## DOMESTIC TOP 5 BOUGHT

- |                        |              |     |
|------------------------|--------------|-----|
| 1. MEMORY CARD READERS | LIFESTYLE    | 44% |
| 2. TABLETS             | ELECTRONICS  | 46% |
| 3. DATACABLES          | MEDIA        | 2%  |
| 4. MEN'S FRAGRANCES    | COLLECTIBLES | 8%  |
| 5. BLUETOOTH HEADSETS  |              |     |

## TOP 5 IMPORTED

- |                        |              |     |
|------------------------|--------------|-----|
| 1. MOBILE PHONE SKINS  | LIFESTYLE    | 47% |
| 2. NETWORK SWITCHES    | ELECTRONICS  | 42% |
| 3. DIAMOND RINGS       | MEDIA        | 1%  |
| 4. TAROT CARDS         | COLLECTIBLES | 10% |
| 5. MEN'S CASUAL SHIRTS |              |     |

# CHANDIGARH - STATE

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

## TOP ECOMMERCE HUB

1. CHANDIGARH

## TOP RURAL HUB

## TOP EXPORT HUB

1. CHANDIGARH

## DOMESTIC TOP 5 SOLD

1. BLUETOOTH DONGLES	LIFESTYLE	21%
2. 5 DVD PACKS	ELECTRONICS	78%
3. REGULAR EXERCISE CYCLES	MEDIA	0%
4. PC SOUND CARDS	COLLECTIBLES	1%
5. MEN'S METAL FRAME SUNGLASSES		



## TOP 5 EXPORTED

1. CAMERA LENS FILTERS	LIFESTYLE	40%
2. HOMEOPATHIC HERBAL REMEDIES	ELECTRONICS	46%
3. SMART PHONES	MEDIA	10%
4. HORSE SADDLES	COLLECTIBLES	4%
5. MOBILITY & DISABILITY BRACES		

## DOMESTIC TOP 5 BOUGHT

1. MOBILE ACCESSORIES	LIFESTYLE	45%
2. MEMORY CARD READERS	ELECTRONICS	47%
3. WOMEN'S FRAGRANCES	MEDIA	2%
4. DESIGNER PENS	COLLECTIBLES	6%
5. CAR PERFUMES		

## TOP 5 IMPORTED

1. DRESSES	LIFESTYLE	56%
2. VIDEO GAME STYLUSES	ELECTRONICS	37%
3. PURSES	MEDIA	2%
4. TOPS	COLLECTIBLES	5%
5. SUNGLASSES		

# ODISHA - STATE

ODISHA WENT TECH WITH THE MOST OPTICAL MOUSE PURCHASES

## TOP ECOMMERCE HUBS

1. BHUBANESWAR
2. CUTTACK
3. ROURKELA
4. BALIKUDA
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 REPELLERS   | 📱 ELECTRONICS  | 42% |
| 3. SKIN CARE PRODUCTS | 📱 MEDIA        | 1%  |
| 4. DUAL SIM MOBILES   | 📱 COLLECTIBLES | 8%  |
| 5. WOMEN'S BODYSUITS  |                |     |

## TOP 5 EXPORTED

- |                                |                |     |
|--------------------------------|----------------|-----|
| 1. VIDEO GAMES                 | 📱 LIFESTYLE    | 27% |
| 2. HOMEOPATHIC HERBAL REMEDIES | 📱 ELECTRONICS  | 65% |
| 3. SAREES                      | 📱 MEDIA        | 0%  |
| 4. SEYCHELLES STAMPS           | 📱 COLLECTIBLES | 8%  |
| 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                     | 📱 COLLECTIBLES | 8%  |
| 5. INDIAN COMMEMORATIVE COINS |                |     |

## TOP 5 IMPORTED

- |                       |                |     |
|-----------------------|----------------|-----|
| 1. FASHION RINGS      | 📱 LIFESTYLE    | 40% |
| 2. INDUSTRIAL SENSORS | 📱 ELECTRONICS  | 35% |
| 3. JAPANESE STAMPS    | 📱 MEDIA        | 3%  |
| 4. ANTIQUARIAN BOOKS  | 📱 COLLECTIBLES | 22% |
| 5. MEN'S JEANS        |                |     |

# UTTARAKHAND - STATE

## RAINCOATS FROM UTTARAKHAND KEPT INDIA PROTECTED

### TOP ECOMMERCE HUBS

1. DEHRADUN
2. ALMORA
3. HARIDWAR
4. RANIPUR
5. HALDWANI

### TOP RURAL HUBS

1. BURKOT
2. GARUR

### TOP EXPORT HUBS





1. DEHRADUN
2. LANDHAURA
3. HARIDWAR
4. NAINITAL
5. VIKASNAGAR

### DOMESTIC TOP 5 SOLD

1. HEADPHONES	 LIFESTYLE	35%
2. MEN'S CASUAL SHIRTS	 ELECTRONICS	60%
3. MEN'S SHORTS	 MEDIA	0%
4. LINGERIE	 COLLECTIBLES	5%
5. MARITIME TELESCOPES		





### TOP 5 EXPORTED

1. MARITIME COMPASSES	 LIFESTYLE	93%
2. NAUTICAL DECOR	 ELECTRONICS	0%
3. FLOOR LAMPS	 MEDIA	0%
4. DIVING HELMETS	 COLLECTIBLES	7%
5. CEILING FANS		

### DOMESTIC TOP 5 BOUGHT

1. BATHING SOAPS	 LIFESTYLE	44%
2. LAPTOP ACCESSORIES	 ELECTRONICS	47%
3. MEN'S WALLETS	 MEDIA	2%
4. MEN'S FRAGRANCES	 COLLECTIBLES	7%
5. MEN'S CHRONOGRAPHS WRIST WATCHES		

### TOP 5 IMPORTED

1. MOVIE CELEBRITY IMAGES	 LIFESTYLE	51%
2. CRAFTS BEADS	 ELECTRONICS	31%
3. PURSES	 MEDIA	1%
4. YOGA MATS	 COLLECTIBLES	17%
5. LIP GLOSS		

# ASSAM - STATE

ASSAM STAYED SAFE  
WITH THE MOST HOME SECURITY SYSTEM BUYS

## TOP ECOMMERCE HUBS

1. GUWAHATI
2. JORHAT
3. BONGAIGAON
4. DIBRUGARH
5. CACHAR

## TOP RURAL HUBS

1. SONAPUR
2. JALUKBARI
3. HOWLI
4. BEZERA
5. FEKAMARI

## TOP EXPORT HUBS

1. GUWAHATI
2. CHABUA
3. KARIMGANJ
4. DULIAJAN



## DOMESTIC TOP 5 SOLD

1. GARDENING SEEDS	LIFESTYLE	47%
2. 8 GB MICRO SD CARDS	ELECTRONICS	48%
3. SMART PHONES	MEDIA	0%
4. BED SHEETS	COLLECTIBLES	5%
5. LAMP SHADES		

## TOP 5 EXPORTED

1. WEIGHT MANAGEMENT PRODUCTS	LIFESTYLE	96%
2. MASSAGE OILS & CREAMS	ELECTRONICS	0%
3. PILLOWS	MEDIA	0%
4. HOMEOPATHIC HERBAL REMEDIES	COLLECTIBLES	4%
5. PLACEMATS		

## DOMESTIC TOP 5 BOUGHT

1. LAPTOP ACCESSORIES	LIFESTYLE	44%
2. KURTIS	ELECTRONICS	49%
3. MEN'S WALLETS	MEDIA	2%
4. CAMERA LENS FILTERS	COLLECTIBLES	5%
5. TABLETS		

## TOP 5 IMPORTED

1. NATURAL SAPPHIRE	LIFESTYLE	56%
2. MEN'S JACKETS	ELECTRONICS	32%
3. FLORAL HANDKERCHIEFS	MEDIA	2%
4. HANDBAGS	COLLECTIBLES	10%
5. LAPTOPS		

# CHHATTISGARH - STATE

CHHATTISGARH IS THE TEDDY BEAR CAPITAL OF INDIA

## TOP ECOMMERCE HUBS

1. RAIPUR
2. DURG
3. RAIGARH
4. AAMADI
5. KORBA

## TOP RURAL HUBS

1. JAIRAMNAGAR
2. KATGHORA
3. MASTURI
4. JANJGIR
5. DANTEWADA

## TOP EXPORT HUBS

1. RAIPUR
2. RAIGARH
3. AAMADI

## DOMESTIC TOP 5 SOLD

1. BRITISH INDIA COINS	LIFESTYLE	13%
2. 8 GB PEN DRIVES	ELECTRONICS	45%
3. MOBILE HANDSFREE	MEDIA	0%
4. CALLING CARDS	COLLECTIBLES	41%
5. BEARD TRIMMERS		



## TOP 5 EXPORTED

1. MOVIE DVDS	LIFESTYLE	3%
2. WEB HOSTING SERVICES	ELECTRONICS	0%
3. ELECTRIC GUITARS	MEDIA	97%
4. BED SHEETS	COLLECTIBLES	0%
5. COOK BOOKS		

## DOMESTIC TOP 5 BOUGHT

1. MOBILE SCREEN PROTECTORS	LIFESTYLE	37%
2. MEN'S WALLETS	ELECTRONICS	44%
3. KURTIS	MEDIA	2%
4. TABLETS	COLLECTIBLES	17%
5. GANDHI STAMPS		

## TOP 5 IMPORTED

1. SCARVES	LIFESTYLE	26%
2. VEGETABLE SEEDS	ELECTRONICS	17%
3. MOBILE PHONE HEADSETS	MEDIA	1%
4. BOAT LIGHTING PARTS	COLLECTIBLES	56%
5. BLOUSES		

# BIHAR - STATE

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

## TOP ECOMMERCE HUBS

1. PATNA
2. MUZAFFARPUR
3. BARAHIYA
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. DANAPUR
5. DEHRI



## DOMESTIC TOP 5 SOLD

1. MODEMS	📺 LIFESTYLE	11%
2. PEARL	📱 ELECTRONICS	84%
3. BOLLYWOOD LOBBY CARDS	📺 MEDIA	0%
4. FULL BODY MASSAGERS	📺 COLLECTIBLES	5%
5. MEN'S JEANS		

## TOP 5 EXPORTED

1. NATURAL DIAMONDS	📺 LIFESTYLE	71%
2. WOODEN FLUTES	📱 ELECTRONICS	2%
3. FOOTBALL JERSEYS	📺 MEDIA	1%
4. CHAIRS	📺 COLLECTIBLES	26%
5. AIR CONDITIONERS		

## DOMESTIC TOP 5 BOUGHT

1. MEMORY CARD READERS	📺 LIFESTYLE	44%
2. KURTIS	📱 ELECTRONICS	49%
3. TABLETS	📺 MEDIA	2%
4. MEN'S WRIST WATCHES	📺 COLLECTIBLES	5%
5. REPUBLIC OF INDIA COINS		

## TOP 5 IMPORTED

1. SMART PHONES	📺 LIFESTYLE	44%
2. CORAL GEMSTONES	📱 ELECTRONICS	49%
3. LED LIGHT KEY CHAINS	📺 MEDIA	1%
4. MEN'S UNDERWEAR	📺 COLLECTIBLES	6%
5. DRESSES		

# JHARKHAND - STATE

## JHARKHAND PERSONALISED FASHION BY EXPORTING THE MOST INITIAL PENDANTS ON EBAY

### TOP ECOMMERCE HUBS

1. RANCHI
2. SINGHBHUM
3. JAMSHEDPUR
4. DHANBAD
5. MAJHION

### TOP RURAL HUBS

1. KADMA
2. GOBINDPUR
3. BALUMATH
4. RATU
5. MANDAR

### TOP EXPORT HUBS





1. RANCHI
2. DHANBAD
3. HAZARIBAG
4. MAJHION
5. CHAS

### DOMESTIC TOP 5 SOLD

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



### TOP 5 EXPORTED

1. GOLD PLATED CHAINS	 LIFESTYLE	55%
2. GARDENING AIDS	 ELECTRONICS	1%
3. KEY CHAINS	 MEDIA	1%
4. EDWARDIAN COINS	 COLLECTIBLES	43%
5. SCANNERS		

### DOMESTIC TOP 5 BOUGHT

1. LAPTOP ACCESSORIES	 LIFESTYLE	45%
2. CALLING CARDS	 ELECTRONICS	48%
3. TABLETS	 MEDIA	2%
4. KURTIS	 COLLECTIBLES	5%
5. BED SETS		

### TOP 5 IMPORTED

1. LANTERN STRINGS	 LIFESTYLE	53%
2. ELECTRIC GUITARS	 ELECTRONICS	38%
3. NUTRITIONAL SUPPLEMENTS	 MEDIA	1%
4. WOMEN'S UNDERWEAR	 COLLECTIBLES	8%
5. WOMEN'S JACKETS		



# GOA - STATE

**PARTY HUB GOA HELPS PEOPLE SCHEDULE THEIR PARTIES BY SELLING THE MOST NUMBER OF CALENDARS PLANNERS**

## TOP ECOMMERCE HUBS

1. SALCETTE
2. BARDEZ
3. MORMUGAO
4. TISWADI
5. PANAJI

## TOP RURAL HUBS

## TOP EXPORT HUBS

1. PANAJI
2. BARDEZ
3. MARGAO
4. MAPUSA
5. SALCETTE



## 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. POCKET WATCHES		

## 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. TOOL KITS		

## TOP 5 IMPORTED

1. FASHION NECKLACES	🕒 LIFESTYLE	66%
2. SMART PHONES	📱 ELECTRONICS	24%
3. PORTUGAL STAMPS	📺 MEDIA	1%
4. FOUNTAIN PENS	🎁 COLLECTIBLES	9%
5. DRESSES		

# PUDUCHERRY - STATE

PUDUCHERRY CARVES THE WORLD  
WITH THE MOST EXPORTS OF CARVED STONE PIECES

## TOP ECOMMERCE HUBS

1. PUDUCHERRY
2. KARAIKAL
3. OZHUKARAI
4. MAHE

## TOP RURAL HUB

## TOP EXPORT HUB

1. PUDUCHERRY

## DOMESTIC TOP 5 SOLD

1. WOMEN'S PRINTED TEES	LIFESTYLE	50%
2. GOLD PLATED JEWELLERY SETS	ELECTRONICS	42%
3. KID'S TEES	MEDIA	1%
4. DRAWERS ORGANISERS	COLLECTIBLES	7%
5. PENCILS		



## TOP 5 EXPORTED

1. HEALING CRYSTAL SPHERE	LIFESTYLE	75%
2. CRYSTALS & MINERALS	ELECTRONICS	0%
3. DUVET COVER SETS	MEDIA	0%
4. GEMSTONE BRACELETS	COLLECTIBLES	25%
5. BALLPOINT PENS		

## DOMESTIC TOP 5 BOUGHT

1. MACHINE EMBROIDERED SAREES	LIFESTYLE	38%
2. KURTIS	ELECTRONICS	48%
3. HEADPHONES	MEDIA	2%
4. WEIGHT TRAINING EQUIPMENT	COLLECTIBLES	12%
5. LAPTOP SLEEVES		

## TOP 5 IMPORTED

1. HOME SURVEILLANCE	LIFESTYLE	38%
2. WRIST WATCHES	ELECTRONICS	45%
3. DENTAL HANDPIECES	MEDIA	1%
4. FLASHLIGHTS	COLLECTIBLES	16%
5. CAMERA LENS HOODS		

# JAMMU & KASHMIR - STATE

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

## TOP ECOMMERCE HUBS

1. JAMMU
2. SRINAGAR
3. HAJAN
4. BUDGAM
5. ANANTNAG

## TOP RURAL HUB

1. BUDGAM BLOCK

## TOP EXPORT HUBS

1. JAMMU
2. SRINAGAR
3. ABI KARLPORA
4. HAJAN



## DOMESTIC TOP 5 SOLD

1. EMBROIDERED DRESS MATERIAL	LIFESTYLE	40%
2. SHAWLS	ELECTRONICS	57%
3. BLANKETS	MEDIA	0%
4. CRICKET BATS	COLLECTIBLES	3%
5. MEN'S JEANS		

## TOP 5 EXPORTED

1. BEDSPREADS	LIFESTYLE	23%
2. CARPETS	ELECTRONICS	41%
3. PASHMINA SHAWLS	MEDIA	0%
4. TRINKET BOXES	COLLECTIBLES	36%
5. SALWAR KAMEEZS		

## DOMESTIC TOP 5 BOUGHT

1. KUNDAN JEWELLERY	LIFESTYLE	42%
2. MODEMS	ELECTRONICS	54%
3. TABLETS	MEDIA	1%
4. DUAL SIM MOBILE PHONES	COLLECTIBLES	3%
5. MEN'S PRINTED TEES		

## TOP 5 IMPORTED

1. MEN'S CASUAL SHIRTS	LIFESTYLE	56%
2. NATURAL DIAMONDS	ELECTRONICS	40%
3. LAPTOPS	MEDIA	1%
4. DRESSES	COLLECTIBLES	3%
5. MEN'S BOOTS		

# HIMACHAL PRADESH - STATE

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

## 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

## DOMESTIC TOP 5 SOLD





1. DOMAIN NAMES	 LIFESTYLE	28%
2. PLASTIC FRAME SUNGLASSES	 ELECTRONICS	43%
3. KID'S WINTER WEAR	 MEDIA	2%
4. MYSTERY NOVELS	 COLLECTIBLES	27%
5. HANDBAGS		




## TOP 5 EXPORTED

1. WRIST WATCHES	 LIFESTYLE	95%
2. WEB HOSTING SERVICES	 ELECTRONICS	3%
3. BRITISH COLONIAL STAMPS	 MEDIA	0%
4. SKIN CARE KITS	 COLLECTIBLES	2%
5. SUNLESS TANNING LOTIONS		

## DOMESTIC TOP 5 BOUGHT

1. MEN'S WRIST WATCHES	 LIFESTYLE	42%
2. LAPTOP SLEEVES	 ELECTRONICS	52%
3. KURTIS	 MEDIA	2%
4. BEDDING SETS	 COLLECTIBLES	4%
5. DESIGNER PENS		

## TOP 5 IMPORTED

1. FOOTBALL SOUVENIRS	 LIFESTYLE	55%
2. MEN'S JACKETS	 ELECTRONICS	36%
3. LAPTOPS	 MEDIA	0%
4. SKIRTS	 COLLECTIBLES	9%
5. ART PRINTS		

# 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. THINGSULTLIAH
2. LUNGEN
3. NGOPA
4. AIBWAK
5. KAMALANAGAR

## TOP EXPORT HUB



## DOMESTIC TOP 5 SOLD

- |                        |                |     |
|------------------------|----------------|-----|
| 1. ACTION VIDEO GAMES  | 🕒 LIFESTYLE    | 27% |
| 2. LONG ZOOM CAMERAS   | 📱 ELECTRONICS  | 73% |
| 3. STUFFED ANIMAL TOYS | 📺 MEDIA        | 0%  |
| 4. WIRELESS MOUSE      | 📦 COLLECTIBLES | 0%  |
| 5. MEN'S TEES          |                |     |

## TOP 5 EXPORTED

- |    |                |
|----|----------------|
| 1. | 🕒 LIFESTYLE    |
| 2. | 📱 ELECTRONICS  |
| 3. | 📺 MEDIA        |
| 4. |                |
| 5. | 📦 COLLECTIBLES |

## DOMESTIC TOP 5 BOUGHT

- |                         |                |     |
|-------------------------|----------------|-----|
| 1. ROUTERS              | 🕒 LIFESTYLE    | 39% |
| 2. FULL BODY MASSAGERS  | 📱 ELECTRONICS  | 59% |
| 3. MEN'S WRIST WATCHES  | 📺 MEDIA        | 1%  |
| 4. DUAL SIM MOBILES     |                |     |
| 5. RECHARGEABLE TORCHES | 📦 COLLECTIBLES | 1%  |

## TOP 5 IMPORTED

- |                             |                |     |
|-----------------------------|----------------|-----|
| 1. PURSES                   | 🕒 LIFESTYLE    | 72% |
| 2. SMART PHONES             | 📱 ELECTRONICS  | 23% |
| 3. CAKE DECORATING SUPPLIES | 📺 MEDIA        | 1%  |
| 4. FLASHLIGHTS              |                |     |
| 5. CYCLING GLOVES           | 📦 COLLECTIBLES | 4%  |

# MEGHALAYA - STATE

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

### TOP ECOMMERCE HUBS

1. SHILLONG
2. TURA
3. JOWAI
4. WILLIAM NAGAR
5. LADRYMBAI




### TOP RURAL HUBS

1. UMIAM
2. MAWPHLANG
3. MAWSYNRAM
4. JAINTIA HILLS
5. PYNURSLA

### TOP EXPORT HUBS

1. TURA
2. SHILLONG

### DOMESTIC TOP 5 SOLD

1. POLO TEES	 LIFESTYLE	56%
2. FOOTBALL JERSEYS	 ELECTRONICS	38%
3. MEN'S BOXERS	 MEDIA	1%
4. SMART PHONES	 COLLECTIBLES	5%
5. BLUETOOTH DONGLES		



### TOP 5 EXPORTED

1. BRASS SOUSAPHONES	 LIFESTYLE	100%
2. BRASS TRUMPETS	 ELECTRONICS	0%
3. WOODEN FLUTES	 MEDIA	0%
4. GUITARS	 COLLECTIBLES	0%
5. COMPACT DIGITAL CAMERAS		

### DOMESTIC TOP 5 BOUGHT

1. USB MODEMS	 LIFESTYLE	44%
2. CAMPING ACCESSORIES	 ELECTRONICS	47%
3. AUTO LED LIGHTS	 MEDIA	1%
4. MEN'S CASUAL FOOTWEAR	 COLLECTIBLES	7%
5. CAR VACUUM CLEANERS		

### TOP 5 IMPORTED

1. FISHING HOOKS	 LIFESTYLE	70%
2. WOMEN'S JACKETS	 ELECTRONICS	26%
3. MILITARY TOY FIGURINES	 MEDIA	1%
4. CAMERA FLASH BRACKETS	 COLLECTIBLES	3%
5. HIGH HEEL SHOES		

# NAGALAND - STATE

NAGALAND DAMES ADDED LUSCIOUS CURLS  
BUYING THE MOST HAIR CURLERS ON EBAY

## TOP ECOMMERCE HUBS

1. KOHIMA
2. DIMAPUR
3. WOKHA
4. MOKOKCHUNG
5. CHUMUKEDIMA

## TOP RURAL HUB

## TOP EXPORT HUB

1. KOHIMA



## DOMESTIC TOP 5 SOLD

1. HAMMERS	🕒 LIFESTYLE	32%
2. MEN'S CANVAS SHOES	📱 ELECTRONICS	44%
3. LED TVs	📺 MEDIA	0%
4. CUTTERS	🏠 COLLECTIBLES	24%
5. READING GLASSES		

## TOP 5 EXPORTED

1. TABLETS	🕒 LIFESTYLE	89%
2. SCREWDRIVER SETS	📱 ELECTRONICS	9%
3. THEATRE COSTUME PATTERNS	📺 MEDIA	0%
4. USB FLASH DRIVES	🏠 COLLECTIBLES	2%

## DOMESTIC TOP 5 BOUGHT

1. COMPACT DIGITAL CAMERAS	🕒 LIFESTYLE	43%
2. CAMPING ACCESSORIES	📱 ELECTRONICS	51%
3. BLOOD PRESSURE MONITORS	📺 MEDIA	1%
4. CAR SUNSHADES	🏠 COLLECTIBLES	5%
5. CONDOMS		

## TOP 5 IMPORTED

1. PERENNIAL FLOWER SEEDS	🕒 LIFESTYLE	85%
2. WOMEN'S BOOTS	📱 ELECTRONICS	13%
3. ELECTRIC GUITAR STRINGS	📺 MEDIA	1%
4. MEN'S HOODIES	🏠 COLLECTIBLES	1%
5. WOMEN'S FLAT SHOES		

# TRIPURA - STATE

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

## TOP ECOMMERCE HUBS

1. AGARTALA
2. DHARMANAGAR
3. AMBASSA
4. TELIAMURA
5. KUMARGHAT

## TOP RURAL HUB

## TOP EXPORT HUB





1. AGARTALA

## DOMESTIC TOP 5 SOLD





1. ANTIVIRUS SOFTWARES	 LIFESTYLE	40%
2. LAPTOP ACCESSORIES	 ELECTRONICS	32%
3. WEIGHT LOSS SUPPLEMENTS	 MEDIA	0%
4. HAIR CONDITIONERS	 COLLECTIBLES	28%
5. HAIR OILS		







## TOP 5 EXPORTED

1. INDIAN NOTES	 LIFESTYLE	0%
2. WILD ANIMAL STAMPS	 ELECTRONICS	0%
3. ARCHITECTURE STAMPS	 MEDIA	0%
4. WORLD NOTES	 COLLECTIBLES	100%
5. BLACK HERITAGE STAMPS		

## DOMESTIC TOP 5 BOUGHT

1. MEN'S WRIST WATCHES	 LIFESTYLE	45%
2. KURTIS	 ELECTRONICS	50%
3. BATHING SOAPS	 MEDIA	1%
4. TABLETS	 COLLECTIBLES	4%
5. MOBILE PHONE PANELS		

## TOP 5 IMPORTED

1. MEN'S ESSENTIALS	 LIFESTYLE	59%
2. MEN'S HATS	 ELECTRONICS	37%
3. WOMEN'S SLEEPWEAR	 MEDIA	2%
4. LAPTOPS	 COLLECTIBLES	2%
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. LAMLAI
3. KAKCHING KHUNOU
4. THOUBAL
5. SAMUROU

## TOP RURAL HUB

## 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                 |              |     |

## TOP 5 EXPORTED

- |                 |              |      |
|-----------------|--------------|------|
| 1. MESSAGE OILS | LIFESTYLE    | 100% |
|                 | ELECTRONICS  | 0%   |
|                 | MEDIA        | 0%   |
|                 | COLLECTIBLES | 0%   |

## DOMESTIC TOP 5 BOUGHT

- |                       |              |     |
|-----------------------|--------------|-----|
| 1. GARDENING SEEDS    | LIFESTYLE    | 43% |
| 2. TABLETS            | ELECTRONICS  | 55% |
| 3. MEN'S TEES         | MEDIA        | 1%  |
| 4. AUTO AIR PUMPS     | COLLECTIBLES | 1%  |
| 5. MEN'S SPORTS SHOES |              |     |

## 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      |              |     |

# 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. BALJAN
3. KIMIN
4. BONDUMSA
5. MAHADEVPUR




## TOP EXPORT HUB

## DOMESTIC TOP 5 SOLD





1. BRILLIANT ROUND ZIRCON	 LIFESTYLE	68%
2. HOME APPLIANCES	 ELECTRONICS	32%
3. REGULAR LAPTOPS	 MEDIA	0%
4. TABLETS	 COLLECTIBLES	0%
5. SLR CAMERA LENSES		





## TOP 5 EXPORTED

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

## DOMESTIC TOP 5 BOUGHT

1. MODEMS	 LIFESTYLE	38%
2. BED SHEETS	 ELECTRONICS	58%
3. KURTIS	 MEDIA	1%
4. TABLETS		
5. MEN'S WRIST WATCHES	 COLLECTIBLES	3%

## TOP 5 IMPORTED

1. ACNE CONTROL PRODUCTS	 LIFESTYLE	45%
2. WOMEN'S BOOTS	 ELECTRONICS	20%
3. NEPALESE COLLECTIBLES	 MEDIA	0%
4. MEN'S CASUAL SHIRTS		
5. SALTWATER FISHING REELS	 COLLECTIBLES	35%

# ANDAMAN & NICOBAR ISLAND - STATE

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

### TOP ECOMMERCE HUBS

1. PORT BLAIR
2. DIGLIPUR
3. RANGAT
4. FERRARGUNJ
5. MAYABANDER

### TOP RURAL HUBS

1. FERRARGUNJ
2. MAYABUNDER

### TOP EXPORT HUB



### DOMESTIC TOP 5 SOLD

- |                        |                |     |
|------------------------|----------------|-----|
| 1. SMART PHONES        | 📱 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. |                |

### 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                   |                |     |

# SIKKIM - STATE

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

## TOP ECOMMERCE HUBS

1. GANGTOK
2. SINGTAM
3. RANGPO
4. NAMCHI
5. GYALSHING

## TOP RURAL HUBS

1. PAKYONG
2. MELLI
3. RHENOCK
4. PELLING
5. CHUNGTANG

## TOP EXPORT HUB

## DOMESTIC TOP 5 SOLD

1. ACTION VIDEO GAMES	 LIFESTYLE	3%
2. DIGITAL SLR CAMERAS	 ELECTRONICS	79%
3. LAPTOPS	 MEDIA	14%
4. LCD TVs	 COLLECTIBLES	4%
5. PAINTINGS		



## TOP 5 EXPORTED

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

## DOMESTIC TOP 5 BOUGHT

1. MEN'S FRAGRANCES	 LIFESTYLE	40%
2. SPIRITUAL HINDI MUSIC CDs	 ELECTRONICS	56%
3. TABLETS	 MEDIA	3%
4. PET ACCESSORIES	 COLLECTIBLES	1%
5. LAPTOP SKINS		

## TOP 5 IMPORTED

1. MEN'S BOOTS	 LIFESTYLE	72%
2. MEN'S HATS	 ELECTRONICS	24%
3. BLOUSES	 MEDIA	1%
4. ELECTRICAL FUSES	 COLLECTIBLES	3%
5. BABY SHOES		

# DADRA & NAGAR HAVELI - STATE

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

<b>TOP ECOMMERCE HUB</b> 1. DADRA & NAGAR HAVELI	<b>TOP RURAL HUB</b>	<b>TOP EXPORT HUB</b>
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### DOMESTIC TOP 5 SOLD

1. WOMEN'S TEES	LIFESTYLE	83%
2. MOBILE HOLDERS	ELECTRONICS	17%
3. MEN'S FORMAL SHOES	MEDIA	0%
4. WHITE GOLD DIAMOND PENDANTS	COLLECTIBLES	0%
5. LAPTOP LOCKS		

### TOP 5 EXPORTED

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

### DOMESTIC TOP 5 BOUGHT

1. ROUTERS	LIFESTYLE	55%
2. SMART PHONES	ELECTRONICS	44%
3. MEN'S WRIST WATCHES	MEDIA	1%
4. SPAGHETTI STRAP TOPS	COLLECTIBLES	0%
5. PEARLS		

### TOP 5 IMPORTED

1. MOBILE PHONE CASES	LIFESTYLE	51%
2. TOY FIGURINES	ELECTRONICS	44%
3. BODY SCRUBS	MEDIA	1%
4. LEG WARMERS	COLLECTIBLES	4%
5. GLASS CUTTERS		

# DAMAN & DIU - STATE

DAMAN & DIU KEEPS A CHECK ON THEIR SWEET TOOTH WITH DIABETES MONITORS BOUGHT OFF EBAY

## TOP ECOMMERCE HUBS

1. DAMAN
2. DIU

## TOP RURAL HUB

## TOP EXPORT HUB

## DOMESTIC TOP 5 SOLD

- |                        |              |     |
|------------------------|--------------|-----|
| 1. 4GB SD CARDS        | LIFESTYLE    | 11% |
| 2. SMART PHONES        | ELECTRONICS  | 84% |
| 3. FOOD PROCESSORS     | MEDIA        | 0%  |
| 4. BRITISH INDIA NOTES | COLLECTIBLES | 5%  |
| 5. HDD MEDIA PLAYERS   |              |     |



## TOP 5 EXPORTED

- |    |              |
|----|--------------|
| 1. | LIFESTYLE    |
| 2. | ELECTRONICS  |
| 3. | MEDIA        |
| 4. | COLLECTIBLES |
| 5. |              |

## DOMESTIC TOP 5 BOUGHT

- |                        |              |     |
|------------------------|--------------|-----|
| 1. DRESS MATERIAL      | LIFESTYLE    | 39% |
| 2. MEN'S PRINTED TEES  | ELECTRONICS  | 53% |
| 3. MEN'S WRIST WATCHES | MEDIA        | 1%  |
| 4. TABLETS             | COLLECTIBLES | 5%  |
| 5. CURTAIN TASSELS     |              |     |

## TOP 5 IMPORTED

- |                        |              |     |
|------------------------|--------------|-----|
| 1. SMART PHONES        | LIFESTYLE    | 50% |
| 2. NATURAL DIAMONDS    | ELECTRONICS  | 48% |
| 3. VIDEO GAME CONSOLES | MEDIA        | 0%  |
| 4. GPS NAVIGATORS      | COLLECTIBLES | 2%  |
| 5. CREDIT CARD CASES   |              |     |

# LAKSHADWEEP - STATE

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

<b>TOP ECOMMERCE HUB</b> 1. LAKSHADWEEP	<b>TOP RURAL HUB</b>	<b>TOP EXPORT HUB</b>
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### DOMESTIC TOP 5 SOLD

1. MP3 PLAYERS	LIFESTYLE	0%
2. SMART PHONES	ELECTRONICS	100%
	MEDIA	0%
	COLLECTIBLES	0%

### TOP 5 EXPORTED

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

### DOMESTIC TOP 5 BOUGHT

1. COTTON DRESS MATERIALS	LIFESTYLE	44%
2. MEMORY CARD READERS	ELECTRONICS	55%
3. BED SETS	MEDIA	1%
4. SEWING MACHINES	COLLECTIBLES	0%
5. LIP BALMS		

### TOP 5 IMPORTED

1. PARTY FAVOURS	LIFESTYLE	63%
2. MOTORCYCLE PARTS	ELECTRONICS	25%
3. LAPTOPS	MEDIA	0%
4. DIAMONDS	COLLECTIBLES	12%
5. TABLETS		

ebay.in

**CENSUS 2012**

India under a lens

# TOP 10 COUNTRIES



# 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        | LIFESTYLE    | 44% |
| 2 MOBILE PHONE COVERS | ELECTRONICS  | 37% |
| 3 MEN'S SUNGLASSES    | MEDIA        | 3%  |
| 4 MEN'S TEES          | COLLECTIBLES | 16% |
| 5 HANDBAGS            |              |     |

## TOP 5 BOUGHT

- |                     |              |     |
|---------------------|--------------|-----|
| 1 NATURAL DIAMONDS  | LIFESTYLE    | 81% |
| 2 BED SHEETS        | ELECTRONICS  | 4%  |
| 3 SILK FABRIC       | MEDIA        | 8%  |
| 4 SAREES            | COLLECTIBLES | 7%  |
| 5 RELIGIOUS POSTERS |              |     |

# UNITED KINGDOM - COUNTRY

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 | LIFESTYLE    | 41% |
| 2 SMART PHONES              | ELECTRONICS  | 25% |
| 3 WRIST WATCHES             | MEDIA        | 4%  |
| 4 MOBILE PHONE DOCKS        | COLLECTIBLES | 30% |
| 5 DRESSES                   |              |     |

## TOP 5 BOUGHT

- |                               |              |     |
|-------------------------------|--------------|-----|
| 1 FINE EARRINGS               | LIFESTYLE    | 83% |
| 2 MOVIE DVDS                  | ELECTRONICS  | 6%  |
| 3 HOMEOPATHIC HERBAL REMEDIES | MEDIA        | 4%  |
| 4 SCOOTER PARTS               | COLLECTIBLES | 7%  |
| 5 HORSE SADDLES               |              |     |

# AUSTRALIA - 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	LIFESTYLE	36%
2 BRITISH COMMONWEALTH STAMPS	ELECTRONICS	39%
3 EREADERS	MEDIA	3%
4 MEN'S SUNGLASSES	COLLECTIBLES	22%
5 ELECTRICAL CIRCUIT BREAKERS		

## TOP 5 BOUGHT

1 VIDEO GAMES	LIFESTYLE	76%
2 CRICKET BATS	ELECTRONICS	10%
3 SAREES	MEDIA	5%
4 GEMSTONE PENDANTS	COLLECTIBLES	9%
5 QUILT COVERS		

# 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 MEN CITY
- 4 HARBIN
- 5 DALIAN

## TOP BUYING HUBS

- 1 SHENZHEN
- 2 SHANGHAI
- 3 GUANGZHOU
- 4 BEIJING
- 5 YIWU

## TOP 5 SOLD

- |                           |              |     |
|---------------------------|--------------|-----|
| 1 FANCY RINGS             | LIFESTYLE    | 54% |
| 2 MEN'S JACKETS           | ELECTRONICS  | 43% |
| 3 HANDBAGS                | MEDIA        | 0%  |
| 4 CAR LED LIGHTS          | COLLECTIBLES | 3%  |
| 5 CAMERA SHUTTER RELEASES |              |     |

## TOP 5 BOUGHT

- |                            |              |     |
|----------------------------|--------------|-----|
| 1 CRYSTAL DECORATOR PIECES | LIFESTYLE    | 54% |
| 2 NATURAL DIAMONDS         | ELECTRONICS  | 5%  |
| 3 MARITIME TELESCOPES      | MEDIA        | 3%  |
| 4 CAMERA LENSES            | COLLECTIBLES | 38% |
| 5 CRYSTAL HEALING PENDANTS |              |     |

# 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

CHANGE



2012 RANK  
5

2011 RANK  
4

## TOP 5 SOLD

- |                |              |     |
|----------------|--------------|-----|
| 1 SMART PHONES | LIFESTYLE    | 36% |
| 2 FABRIC CUFFS | ELECTRONICS  | 29% |
| 3 VIDEO GAMES  | MEDIA        | 3%  |
| 4 MEN'S TEES   | COLLECTIBLES | 32% |
| 5 HEADPHONES   |              |     |

## TOP 5 BOUGHT

- |                         |              |     |
|-------------------------|--------------|-----|
| 1 GEMSTONE NECKLACES    | LIFESTYLE    | 79% |
| 2 CAR MOULDINGS & TRIMS | ELECTRONICS  | 5%  |
| 3 AROMATHERAPY          | MEDIA        | 7%  |
| 4 BED SHEETS            | COLLECTIBLES | 9%  |
| 5 SALWAR KAMEEZ         |              |     |

# GERMANY - COUNTRY

GERMANY SHIMMERED WITH GEMSTONE EARRINGS,  
HANDCRAFTED BY INDIAN ARTISANS



## TOP SELLING HUBS

- 1 MUNCHEN
- 2 BERLIN
- 3 TWISTRINGEN
- 4 WASUNGEN
- 5 HERNE

## TOP BUYING HUBS

- 1 BERLIN
- 2 MUNCHEN
- 3 WESEL
- 4 FRANKFURT
- 5 NURNBERG

## TOP 5 SOLD

- |                        |                |     |
|------------------------|----------------|-----|
| 1 CAMCORDERS           | 🏠 LIFESTYLE    | 28% |
| 2 WOMEN'S BAGS         | 📱 ELECTRONICS  | 16% |
| 3 CACTI                | 📖 MEDIA        | 2%  |
| 4 SURGICAL INSTRUMENTS | 🏺 COLLECTIBLES | 55% |
| 5 CHOCOLATE BARS       |                |     |

## TOP 5 BOUGHT

- |                            |                |     |
|----------------------------|----------------|-----|
| 1 MINERAL DECORATOR PIECES | 🏠 LIFESTYLE    | 82% |
| 2 HORSE SADDLES            | 📱 ELECTRONICS  | 5%  |
| 3 MOTORCYCLE PARTS         | 📖 MEDIA        | 3%  |
| 4 MASKS & WIGS             | 🏺 COLLECTIBLES | 10% |
| 5 HANDCRAFTED RINGS        |                |     |

# FRANCE - COUNTRY

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

CHANGE



2012 RANK  
7

2011 RANK  
6

## TOP 5 SOLD

- |                          |              |     |
|--------------------------|--------------|-----|
| 1 COLLECTIBLE MATCHBOXES | LIFESTYLE    | 10% |
| 2 MOVIE DVDS             | ELECTRONICS  | 11% |
| 3 TOY FIGURINES          | MEDIA        | 7%  |
| 4 DIECAST TOY VEHICLES   | COLLECTIBLES | 72% |
| 5 SMART PHONES           |              |     |

## TOP 5 BOUGHT

- |                      |              |     |
|----------------------|--------------|-----|
| 1 WRIST WATCHES      | LIFESTYLE    | 81% |
| 2 GARDENING SUPPLIES | ELECTRONICS  | 7%  |
| 3 NATURAL EMERALDS   | MEDIA        | 2%  |
| 4 GEMSTONE NECKLACES | COLLECTIBLES | 10% |
| 5 SKIRTS             |              |     |

# RUSSIA - COUNTRY

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



## 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 KRASNODAR

## TOP 5 SOLD

- |                      |              |     |
|----------------------|--------------|-----|
| 1 TUBE SOCKETS       | LIFESTYLE    | 34% |
| 2 CAMERA LENSES      | ELECTRONICS  | 29% |
| 3 RAILROAD STAMPS    | MEDIA        | 2%  |
| 4 MECHANICAL PENCILS | COLLECTIBLES | 35% |
| 5 MUSIC CDs          |              |     |

## TOP 5 BOUGHT

- |                               |              |     |
|-------------------------------|--------------|-----|
| 1 HOMEOPATHIC HERBAL REMEDIES | LIFESTYLE    | 76% |
| 2 NATURAL DIAMONDS            | ELECTRONICS  | 8%  |
| 3 CAR & TRUCK LED LIGHTS      | MEDIA        | 1%  |
| 4 HAIR DAMAGE TREATMENTS      | COLLECTIBLES | 16% |
| 5 MEN'S COATS                 |              |     |



# 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 MUJ WO
- 3 KOWLOON
- 4 WAN CHAI
- 5 TAI PO



## TOP 5 SOLD

1 SMART PHONES	LIFESTYLE	38%
2 NAIL ART	ELECTRONICS	58%
3 USB FLASH DRIVES	MEDIA	0%
4 RADIO CONTROL HELICOPTERS TOYS	COLLECTIBLES	4%
5 DRESSES		

## TOP 5 BOUGHT

1 NATURAL DIAMONDS	LIFESTYLE	60%
2 HONG KONG STAMPS	ELECTRONICS	10%
3 FILM CAMERAS	MEDIA	6%
4 MOTORCYCLE PARTS	COLLECTIBLES	24%
5 HANDBAGS		

# 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         | LIFESTYLE    | 26% |
| 2 CACTI                     | ELECTRONICS  | 14% |
| 3 DRAWING AND ART KITS      | MEDIA        | 1%  |
| 4 COLLECTIBLE FOUNTAIN PENS | COLLECTIBLES | 59% |
| 5 VEHICLE PERFORMANCE CHIPS |              |     |

## TOP 5 BOUGHT

- |                              |              |     |
|------------------------------|--------------|-----|
| 1 WRIST WATCHES              | LIFESTYLE    | 78% |
| 2 BELLY DANCEWEAR            | ELECTRONICS  | 8%  |
| 3 HERBAL DIETARY SUPPLEMENTS | MEDIA        | 3%  |
| 4 SKIRTS                     | COLLECTIBLES | 11% |
| 5 AROMATHERAPY OILS          |              |     |

# ABOUT EBAY

## 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](http://www.ebayinc.com).

## 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 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](http://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](http://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

<p>every <b>1 min</b></p>  <p>A Mobile Accessory</p> <p>A Health or Beauty Product</p> 	<p>every <b>2 min</b></p>  <p>A Mobile Handset</p>  <p>A Kitchen Product</p>  <p>A Coin or a Note</p>  <p>A Portable Storage</p>	<p>every <b>3 min</b></p> <p>A Piece of Jewellery</p>  <p>A Piece of Apparel</p>  <p>An Auto Accessory</p> 	
<p>every <b>7 min</b></p>  <p>A Book or Magazine</p>  <p>A Fitness Product</p>	<p>every <b>5 min</b></p>  <p>A Watch</p>	<p>every <b>4 min</b></p>  <p>A Stamp</p>	<p>every <b>12 min</b></p>  <p>A Digital Camera</p>
<p>every <b>26 min</b></p>  <p>A Pair of Sunglasses</p>	<p>every <b>16 min</b></p>  <p>A Pair of Footwear</p>	<p>every <b>15 min</b></p>  <p>A Tablet</p>	
 <p>A MP3 Player</p> <p>every <b>30 min</b></p>	 <p>A TV</p> <p>every <b>34 min</b></p>	 <p>A Baby Care Product</p> <p>every <b>35 min</b></p>	

# CENSUS GLOSSARY

<b>eCommerce Hubs</b>	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
<b>Import Hubs</b>	eBay Buyer locations in India from where they are Buying from International eBay sellers
<b>Export Hubs</b>	eBay Seller locations in India from where they are selling to International eBay buyers
<b>Rural Hubs</b>	eBay users buying or selling from Indian Rural locations as classified by the Census of India, 2011
<b>Bharat Hubs</b>	eBay users buying or selling from Indian Tier 2, 3, 4 locations
<b>Global Buying Hubs</b>	Country of Global eBay Buyers buying from eBay sellers based in India
<b>Global Selling Hubs</b>	Country of Global eBay sellers selling to eBay India users
<b>Top Traded Products</b>	Top products being bought or sold on eBay India
<b>Top Domestic Sold</b>	Top products being sold on eBay India site
<b>Top Domestic Bought</b>	Top products being purchased on eBay India site
<b>Top Export</b>	Top products being sold by Indian sellers to International eBay Buyers
<b>Top Import</b>	Top products being purchased by Indian buyer from International eBay sellers
<b>10 Metros</b>	Mumbai, Delhi, Chennai, Bengaluru, Kolkata, Jaipur, Pune, Hyderabad, Chandigarh and Ahmedabad

# HANDY EBAY INDIA HELP HACKS

## **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](http://www.ebay.in/mobile)

## **Social Media**

Connect with us on Facebook on [www.facebook.com/ebaydotin](http://www.facebook.com/ebaydotin) or on [www.twitter.com/ebayindia](http://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](http://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](http://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](http://www.ebay.in/sellercentral)

## **eBay India Online Media Centre**

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