



THE PLASTICS EXPORT
PROMOTION COUNCIL

दि प्लास्टिक एक्स्पोर्ट प्रमोशन कौन्सिल

(भारत सरकार, वाणिज्य एवं उद्योग मंत्रालय, वाणिज्य विभाग द्वारा प्रायोजित)

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(Sponsored By The Ministry Of Commerce & Industry, Deptt. Of Commerce, Government Of India)

Ref.No.Plexh/Cir/007

04.04.2022

To,

All Members of Plexconcil,

Dear Sir / Madam,

Subject : Regarding Export enquiry from Russia

We wish to inform you that Embassy of India, Moscow, Russia has communicated us about their meeting with **Yandex Market** - which is one of the top 3 online marketplaces in Russia. Due to the recent crisis, many European and American brands have stopped supplying their goods to Russia, including consumer electronics, apparel brands etc. Yandex is now exploring the possibilities of sourcing alternative products for their platform from other countries, including India. They have sought Mission's facilitation in reaching out to the Indian exporters.

Earlier Department of Commerce was informed by Mission regarding Ozon's (a prominent e-Commerce platform in Russia) interest in branding of Indian product on its platform. Unlike Ozon, which simply advertises products offered by foreign traders on their platform and charges a commission when a transaction occurs between a foreign seller and a final customer, Yandex Market acts as an importer, which takes over the complete responsibility over import, logistics, customs clearance, storage and distribution of goods.

The following categories of goods have been identified by Yandex for supplies from India:

- a) Apparel and fashion (certain brands have already been identified by Yandex Market (list attached))
- b) **Kids toys** and apparel brands (certain brands have already been identified by Yandex Market (list attached))



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- c) Home textile (bed linen/towels), Home decor items (all categories)
- d) Textile fabrics (for manufacturing)
- e) Consumer electronics (primarily kitchen appliances & smart phones)
- f) Kitchen & home items
- g) Leather shoes
- h) Tea

Members from the above sectors may contact Yandex Market directly or write to council at bharti@plexconcil.org . The contact details of Yandex is given below

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Yandex.Market

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Members may download the list of apparel brands and kids brands identified by Yandex Market from https://membership.plasticsepc.org/emails_images/20220404081835.pdf