



Jeff Bezos to Invest \$1 Billion to Digitize Small and Medium-Sized Businesses in India

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Sunsella, a firm based in Las Vegas, Nevada, that offers home and kitchen products online, has commented on the news that Jeff Bezos, CEO of Amazon.com Inc., has announced that Amazon.com will invest \$1 billion to digitize small- and medium-sized businesses in India. This promise was made only two days after Indian authorities launched an investigation on possible anti-trust charges against the e-commerce giant. Traders in New Delhi and other cities have launched protests, accusing Amazon and its primary US-owned rival Flipkart of killing off India's group of street traders by favoring "preferred sellers" on their platforms.

Jeff Bezos had been on a three-day visit to India and he was met by protests from the traders. The Las Vegas online retailer of home and kitchen products noted that Bezos' offer of digitizing the small- and medium-sized Indian businesses had the purpose of trying to appease the Indian traders and Prime Minister Narendra Modi. Bezos also pointed out that Amazon will be using their global footprint to export \$10 billion worth of products made in India across the world by 2025.

Meanwhile, the Hindu nationalist government is set to announce an updated e-commerce policy by March 2020. It should be noted that they are under pressure from small businesses in India because of high

unemployment and a slowdown in the economy. Despite the popularity of Amazon and Flipkart among consumers in India, Indian small and medium businesses naturally resent what they claim to be unfair competition.

Sunsella observed that with e-commerce being international in scope, protests like those from Indian businesses are likely to occur as they feel the pressure of competition. This has been aggravated by the slow down in the Indian economy but they hope that Jeff Bezos' offer of investing \$1 billion for the digitization of small- to medium-sized businesses would serve to appease the Indian businesses.

Meanwhile, one of the convenient home products from Sunsella is the silicone vegetable steamer. This is made from high grade silicone and it can easily be made more compact for easy storage. It can also be adjusted in size to fit into a varied range of sizes of pots and pans. It can withstand heat as high as 446 degrees Fahrenheit or 230 degrees Centigrade. It also has strong and durable locking handles, which can be utilized for retrieving it safely from inside a pan or cooking pot. The handles can also be folded so that the lid of the pot or pan can be closed while the steamer is inside a pot or pan. It can be used to steam different kinds of food like fruits, meat, dumplings, desserts, eggs, chicken, vegetables, seafood, and more.

The online retailer also offers a Leakproof Lunch Container. These are bento boxes that have been ensured to be leak proof so that soup and other liquids will not accidentally leak out. The soup or sauce in one compartment will also not leak into the other compartments. This bento box can also be used as a worker's lunch box. Thus, they can plan and prepare their lunch for the whole week and then stash away these boxes in the ref. In the morning, they can get one box, heat it up and then bring that box to work.

Another one of the convenient home and kitchen appliances is a set of four silicone egg rings. These egg rings are manufactured from high-grade and extra thick silicone. Each egg ring is non-stick and reusable and has been provided with a stainless steel handle to allow easy retrieval from the pan when cooking. These egg rings can allow people to make perfectly round omelets, burger patties, fried eggs, pancakes, and more. These egg rings have been ensured to be heat resistant and oven safe so that they can be placed on top of a barbecue grill, a griddle, a pan, or a skillet.

Those who are interested in knowing more about the Sunsella home and kitchen products can visit their website or contact them on the telephone or through email.

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For more information about Sunsella, contact the company here: [SunsellaMike Law\(702\) 952-9541info@sunsella.com](mailto:info@sunsella.com) 9550 S Eastern Ave Suite 253 Las Vegas, NV 89123

Sunsella

The Sunsella range consists of high quality kitchen utensils and gadgets designed to improve your quality of life.

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