

# Winning India's Festive Wallet: Amazon's Strategic Masterstroke During the Great Indian Festival 2024

Niranchana Shri Viswanathan\*, S R Ramesh Kumar\*\*  
and Andi Luhur Prianto\*\*\*

---

*This case study discusses the strategic execution of Amazon India's Great Indian Festival Sale 2024. Aligned to the holiday season consumer mindset, the case reveals the approach Amazon took to tap into cultural fit, dynamic pricing, AI-driven personalization, Prime exclusivity, and logistics innovation to achieve all-time highs in engagement and revenue. Amid intensifying rivalry from Flipkart, JioMart, and Meesho, the case asks whether Amazon's festive season gains amount to sustained year-round market leadership. It is appropriate for courses in marketing strategy, digital transformation, and competitive advantage in emerging markets.*

---

**Keywords:** E-commerce, Amazon India, Festive marketing, Prime membership, Dynamic pricing, Logistics innovation, Flipkart, India retail, AI in e-commerce, Customer acquisition

---