

High-Selling Products in India (Under ₹500)

This report identifies five products that are priced under ₹500 and generate more than ₹1,00,000 (1 Lakh) in daily online sales across major Indian e-commerce platforms like Amazon.in and Flipkart.

The estimates are based on public sales indicators such as "Bought in past month" labels on Amazon and total rating counts on Flipkart, which reflect high-velocity consumer goods.

Product Name	Category	Avg. Price (INR)	Est. Monthly Units	Est. Daily Revenue (INR)
Pigeon Handy Chopper (Mini)	Kitchen	₹199 - ₹249	1,00,000+	₹6,60,000+
boAt Bassheads 100 Earphones	Electronics	₹349 - ₹399	50,000+	₹5,80,000+
Colgate MaxFresh (Pack of 3)	Personal Care	₹280 - ₹320	50,000+	₹5,00,000+
SanDisk Cruzer Blade 32GB	Storage	₹329 - ₹350	30,000+	₹3,30,000+
Lakmé Sun Expert Sunscreen	Beauty	₹250 - ₹299	25,000+	₹2,10,000+

Detailed Analysis

1. Pigeon Polypropylene Mini Handy Chopper

Consistently the #1 Best Seller in the Home & Kitchen category. Its low price point and high utility make it a staple in Indian kitchens. On Amazon India, it frequently displays the "100K+ bought in past month" badge.

- **Daily Calculation:** (1,00,000 units / 30 days) * ₹200 avg price = ₹6.66 Lakhs/day.

2. boAt Bassheads 100 Wired Earphones

The "Bassheads" series is one of the most successful budget audio lines in India. Despite the rise of wireless buds, these wired earphones maintain massive volume due to their affordability and brand trust.

- **Daily Calculation:** (50,000 units / 30 days) * ₹350 avg price = **₹5.83 Lakhs/day**.

3. Colgate MaxFresh Toothpaste (Red Gel, Pack of 3)

FMCG (Fast-Moving Consumer Goods) like toothpaste have the highest repeat purchase rates. The multi-pack offers provide better value and are top sellers in the Grocery & Gourmet Foods category.

- **Daily Calculation:** (50,000 units / 30 days) * ₹300 avg price = **₹5.00 Lakhs/day**.

4. SanDisk Cruzer Blade 32GB USB Flash Drive

A perennial top seller in the Computers & Accessories category. It is the go-to choice for students and professionals needing basic, reliable storage.

- **Daily Calculation:** (30,000 units / 30 days) * ₹330 avg price = **₹3.30 Lakhs/day**.

5. Lakmé Sun Expert SPF 50 PA+++ Sunscreen (50ml)

Beauty and personal care products see high daily volumes. Lakmé is a household brand in India, and this specific sunscreen is one of the highest-selling skincare items online.

- **Daily Calculation:** (25,000 units / 30 days) * ₹250 avg price = **₹2.08 Lakhs/day**.