**Abstract**

The article is devoted to the search for ways to support and innovate in e-Commerce in India. The author begins with an analysis of the economic path of India in recent years. It concludes that India has become one of the largest emerging markets, attracting significant flows of equity investment as well as consumer goods.

The author refers to a study by the Federation of Indian exports, which notes that India's exports are extremely competitive in special areas such as leather, clothing, loom, jewelry and engineering goods, where it is much easier to adapt to the changing trends of a foreign buyer who suddenly asks for another auto component or other loom clothing or leather clothing, where it is much easier for a small manufacturer to change the production process.

Special attention is paid to various issues that Indian companies may face, but before setting them, the author tells us some laws of strategic marketing.

First of all, it should be clear that the secret of success of most companies is the product itself, and not any other marketing technique or resources, such as sales, advertising, promotion, total quality management, etc. so it is Important to understand the needs of consumers and anticipate their expectations, whether domestic market or in other countries.

In addition, you must ensure that in the future you were competitive and you need to be innovative in the product in accordance with the needs and expectations of the consumers and, therefore, an urgent need to improve the quality standard of products and services; finally, innovations have to be applied to each business segment, retail, General management, structure, quality and even funding in excess of the speed at which they are implemented.

Thus, the key to creating a successful business is innovation to meet future opportunities and understand the needs of consumers. But keep in mind that innovation should not be perceived as an increasingly intensive and extensive study of the consumer status quo; No quantitative analysis of consumer motivation or market segment can be considered a real alternative to innovation.

With these two principles of strategic marketing in mind, the author set three main goals for Indian developers: a growing competitive market with new entrants offering excellent product and service, the subsequent change in most industries from a seller's market to a buyer's market with consumers focused on quality and price; and the need to succeed in the globalizing economy by exploiting a potential market.

There are several solutions to the problems. The author suggests starting with an analysis of consumer needs, proving their position by showing us the success of popular products that have used their innovations and technologies to satisfy the consumer.

But keep in mind that it is not enough to monitor the consumer, but it is important to monitor your competitor. The main idea is that the way to the consumer is always through competition. Since competitors are targeting the same consumers, marketers should anticipate a possible backlash when executing their own strategy.

However, watching your opponents is a complex phenomenon. The number of parameters they should look at has increased. The opponents should be watched and their movement should be expected in advance. They need to be watched carefully and correctly, otherwise many marketers end up watching the wrong kind of competition.

Special attention is paid to PACE. PACE is a principle that means increasing the speed of launching new products and re-launching old ones. This means that you need to be innovative in terms of product quality, but be fast. PACE means responding quickly to changes in consumer needs and preferences by creating brand variations. This involves reducing the gap between one launch and another launch and creating multiple brand launches in a short period of time.

It is important to check the effectiveness of PACE. For example, one of the PACE methods, a series of quick launches, harms your opponent in many ways: 1 increases his entry cost, since he must catch the product that you released, 2 forces the opponent to allocate additional resources, which will necessarily affect his profitability.

Later, the author shows us an example when PACE also helps to create a new segment and dominate this segment, revives the outgoing brand, can compensate for what is the last, and gives products a technological advantage throughout their life.

The author comes to the conclusion that Pace can only increase its share in the Indian market, increase turnover, increase the motivation of the dealer, increase the viability of the product, improve the corporate image, lead to a new technique, a new position in the market.