The paper is devoted to find a way to sustain and innovate E-commerce in India. Author starts with analyzing India`s economic way in past years. He comes up with conclusion, that India has become one of the largest emerging markets attracting substantial flows of equity investment and also consumer goods.

Author refers to study of Federations of Indian Export organization, which remarks, that Indian exports are extremely competitive in special fields like leather, garments, handloom, jewelry and engineering goods where it is much easier to adopt to changing trends of a foreigning buyer who suddenly asks for a different auto components, or a different fashion of handloom cloth or leather garments wherein it is much easy for a small producer to change his production process.

Special attention is paid to different issues, Indian companies may face with, but before posing them, author tells us some laws of strategical marketing.

First of all, it should be clear that the secret of the success of most popular companies has been the product itself rather than any other marketing technique or inputs such as sales-force, advertising, promotion, quality of overall managements, etc. So, it`s important to understand the consumer needs and anticipate their expectations whether they are in domestic market or in other countries market.

Also, it`s necessary to obtain that for being competitive in the future you need to be innovative in product as per need and expectations of the consumer and therefore, there is urgency of improving the product and service quality standard; finally that innovation will have to be applied to every segment of business, retailing, general management, quality structure and even financing over and above this speed through which it is implemented.

So, the key to make a successful business are innovation to meet the future opportunities and understanding the needs of the consumers. But it should be remembered that innovation should not be taken as more and more intensive and extensive research in the status quo of consumer; No amount of quantitative analysis of consumer motivation or market segment on quantification can be said to be real alternative of innovation.

Keeping in mind those two principles of strategical marketing, author posed three major challenges e-commerce developers in India: Increasingly competitive market with new entrants providing superior product and service, a subsequent change in most industries from a seller market to buyer`s market with quality and price conscious consumers; and necessity to succeed in globalization economy by exploiting potential sales market.

There are several solutions of the problems. Author suggests to start with analyzing consumer`s needs, proving his position by showing us a succeed of popular products, who used their innovation and technology to satisfy the consumer.

But it should be taken in account that it is not enough to watch the consumer only it is essential to watch your rival. The main thought is that the route to consumer is always through competition. Since rivals are targeting the same consumers, marketers must anticipate possible retaliation in the execution of their own strategy.

However rival watching is a complex phenomenon. Number of parameters on which they have to be watched have grown. Rivals have to be watched and their move is to be anticipated well in advance. They have to be watched cautiously and properly otherwise many a time marketers end up in watching the wrong kind of competition.

Special attention is paid to PACE. PACE is a principle, which means increasing the speed of launch of new products and re-launch of old ones. It indicates that be innovative in product quality, but be fast. PACE means quick response to changes in consumer needs and preference by creating brand variations. It implies reduction of gap between one launch and another launch and making several brand launches in a short period of time.

It is important to verify efficiency of PACE. For example, one of methods of PACE, a series of quick launches, hurts your rival in many ways (a) It raises his cost of entry since he must catch product you have launched, (b) forces the rival to dedicate additional resources, which is bound to affect his profitability.

Afterward author shows us an example, when PACE also helps to create a new segment and dominate in that segment, revives dropping brand, can compensate for being the last one and lends products a lifelong technological edge.

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