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Project Based Learning - 1

Global Cross-Border Marketplace Platform

Under the guidance of

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Title

Global Cross-Border Marketplace Platform

PROBLEM STATEMENT

Consumers in India often find it difficult to access global products because of high international shipping costs, unclear customs duties, and limited availability. At the same time, buyers outside India struggle to find authentic Indian products with clear pricing and reliable delivery. There is no unified, multilingual platform that simplifies cross-border product discovery, pricing transparency, and affordable purchasing.

ABSTRACT

With the growth of globalization, the demand for cross-border products has increased significantly. However, consumers in India still face many difficulties when trying to purchase international products. High shipping costs, unclear customs duties, limited product availability, and a lack of pricing transparency often make international shopping expensive and confusing. At the same time, buyers outside India find it difficult to discover and purchase authentic Indian products due to unreliable sellers, unclear pricing, and complicated delivery processes.

Existing e-commerce platforms either focus mainly on domestic markets or offer limited cross-border services without solving key problems such as affordability and transparency. As a result, many users avoid cross-border shopping despite strong interest and demand.

This project proposes a Global Cross-Border Marketplace Platform that connects India and the rest of the world through a unified, web-based system. The platform supports two-way product discovery, allowing Indian users to explore and purchase global products that are not easily available locally, while enabling international users to access authentic Indian products such as snacks, wellness items, handicrafts, and traditional goods.

To reduce high international shipping costs, the platform introduces a group-buying mechanism where multiple users can place collective orders, lowering per-user shipping expenses. In addition, the system improves transparency by displaying an estimated landing price for each product, including the product cost, currency conversion, shipping charges, and applicable customs duties before purchase.

The platform also includes multilingual support to make it accessible to users from different regions. Designed to be scalable and user-friendly, the system can be extended in the future with features such as real-time logistics tracking and secure payment integrations.

Overall, this project aims to make cross-border commerce more affordable, transparent, and practical by bridging the gap between Indian and global markets.