

THE ECOMMERCE GOLD RUSH IN INDIA

Ashwin Krishna ashwin.arya@gmail.com





HERE

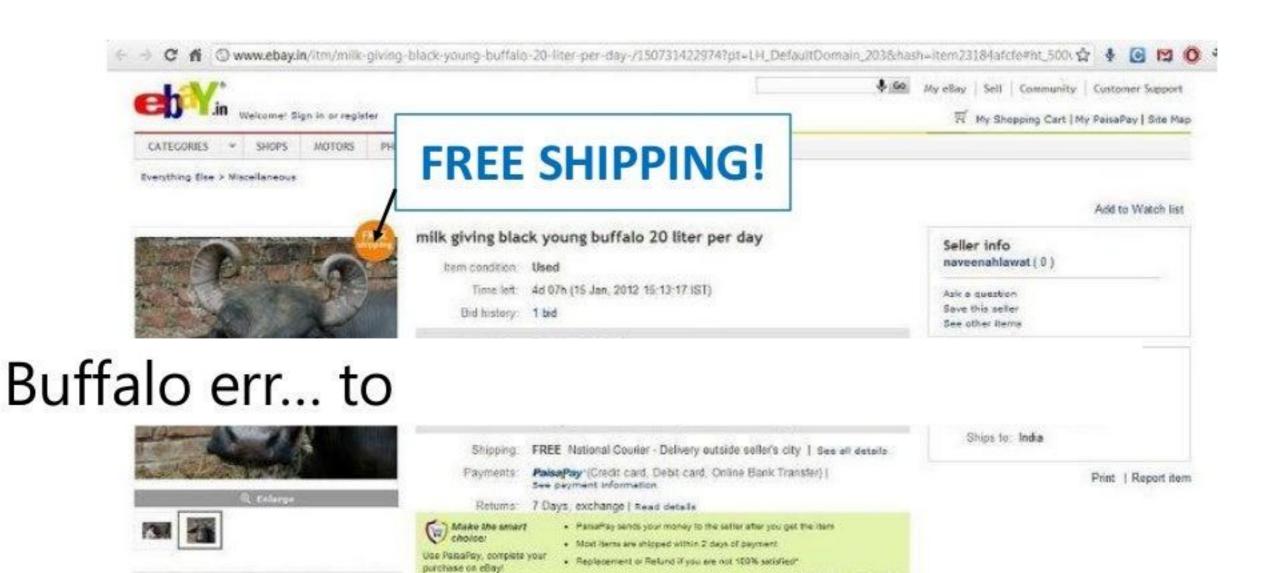


Offer Prasad to Lord Ram on Vivaah Panchmi

Everything is sold online from Prasad to...







A A

Vinov more : "780 apply



BOOK ONLINE * NOW FOR Rs. 30,000 ONLY

SELECT YOUR SPACE

2BHK COMPACT

2BHK OPTIMA

TIMA

LITE

3BHK

YOUR APARTMENT COST

Rs. 36,99,266 Payment Breakup

Other Charges Apply

BOOK NOW FOR Rs. 30,000 ONLY

Houses to...

multipurpose hall, retail zone, creche and retail spaces. To keep your fitness going, we also house a basketball court, volleyball court and a skating rink.

With the proposed metro station and easy connectivity to major highways. New Haven is on its way to becoming Bengaluru's next big location.

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AMENITIES

NEIGHBOURHOOD

E-CIGARETTE

sexual wellness products...

KAMASUTRA



SEE ALL CATEGORIES

SWACHH BHARAT STORE >

WINTER CARNIVAL >

BEST SELLERS >

BROWSE

▼ HEALTH, WELLNESS & (17130)MEDICINE

> Massager & Pain Relief (2466)

> Sexual Wellness (4072)

> Weighing Scales & Daily (1507)Needs

> Diabetic Care (498)

> BP & Heart Rate Monitors (394)

> Supports & Rehabilitation (1156)

> Alternative Health (3494)

Therapies

Respiratory Care (142)

Hospital & Medical (678)

Equipment

Health, Wellness & Medicine Sexual Wellness -

DUREX

SEXUAL WELLNESS VIEWALL >



SHOP PRIVATELY!

WINTER CARNIVAL

TALE OF TWO BILLION \$ STARTUPS AND AMAZON

flipkart_

Started in 2007 Valuation: \$7 Billion

GMV – \$1.5 Billion (2014) snapdeal

Total investments in Online Retail (including other players)
> \$4 Billion

amazon

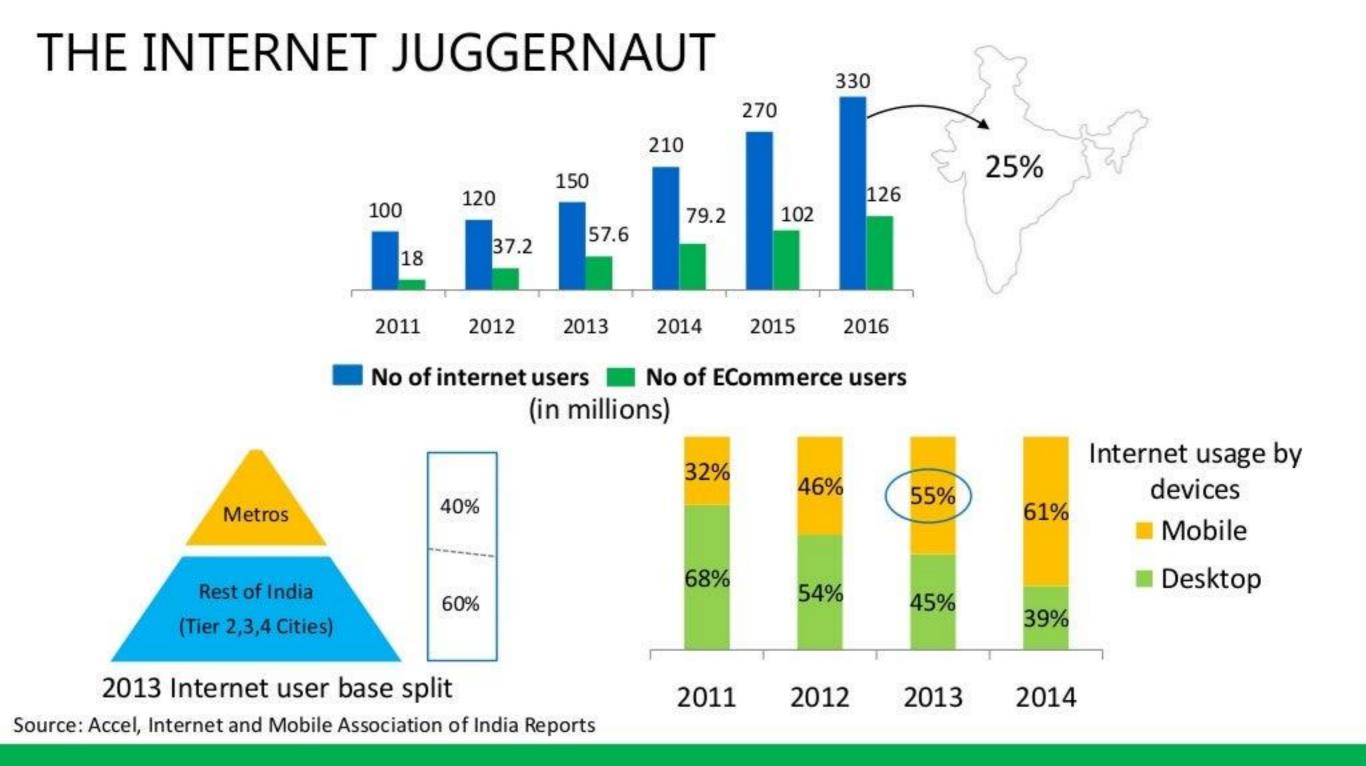
Started in 2010 Valuation: \$2 Billion

GMV – \$750 Million (2014)

Started in 2013 Announced \$2 Billion investment

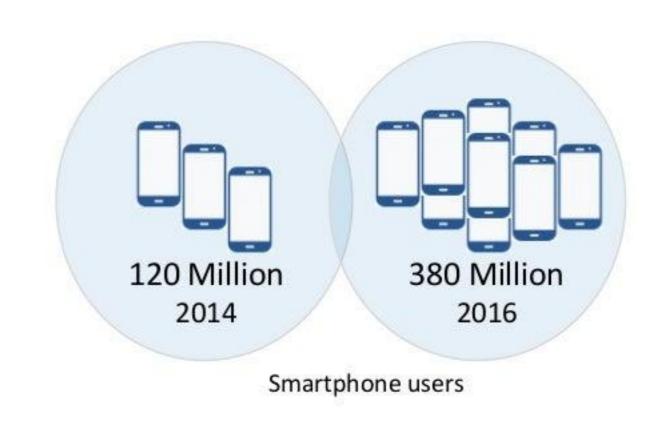
GMV - \$1 Billion (2014)

Source: Various news sites



ONE THING WHICH WILL CHANGE THE FUTURE





Source: Accel, Internet and Mobile Association of India Reports

THE VIRTUAL WORLD BECKONS 2016 2015 110 135 175 No of Facebook users (in millions) Narendra Modi ⊗ if Liked + ✓ Following → Share Politician ... Timeline Likes About Photos More . PEOPLE Narendra Modi shared a link 6 hours ago @ 25,105,750 likes

The ocean...vast, endless and majestic http://instagram.com/p/vnungks_x/

Source: Accel, Internet and Mobile Association of India Reports

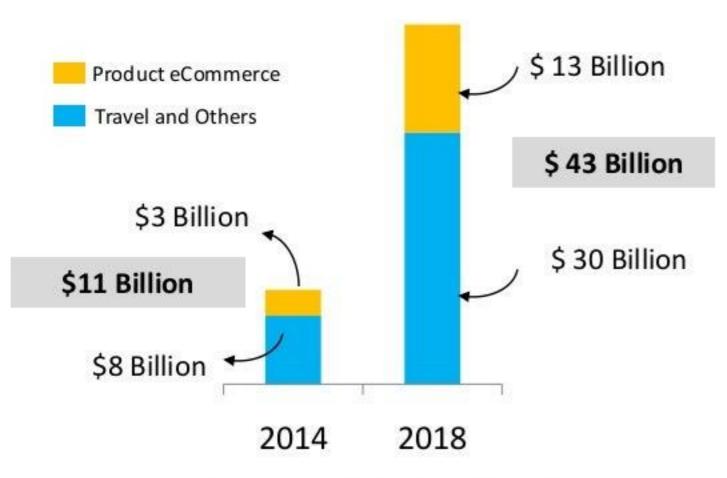
DIGITAL AD SPEND IN INDIA

	2012	2013	2014	2015	2016	CAGR
PRINT	154	172	193	215	241	11.5%
TELEVISION	130	148	170	197	230	14.7%
00Н	20	22	24	26	29	10.0%
DIGITAL	20	26	34	44	57	29.9%
RADIO	13	16	20	24	30	20.7%
Grand Total	337	384	440	506	586	14.3%



Advertising spend (in INR Billions)

SHOW ME THE MONEY, HONEY!



eCommerce Sales (In Billion \$)

Infrastructure Development
Smartphone Penetration
Payments
Best Prices available online
Convenience
Value Prop for customers

Drivers of growth

Source: Nomura Research, November 2014

EVOLUTION

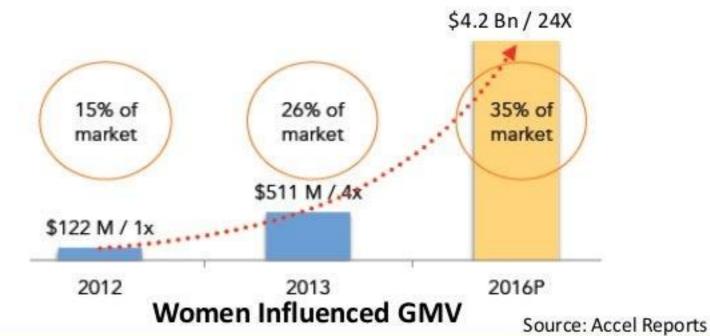


OPPORTUNITY ASSESMENT

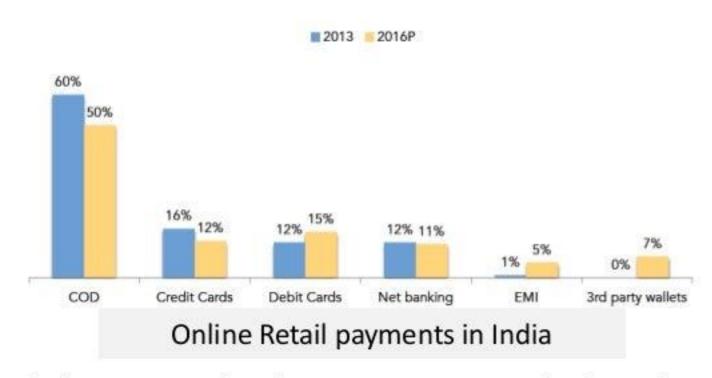


35% 8% 2% 18-35 yrs 26-35 yrs 36-45 yrs 45+ yrs

Online buyers profile



PAYMENTS LANDSCAPE

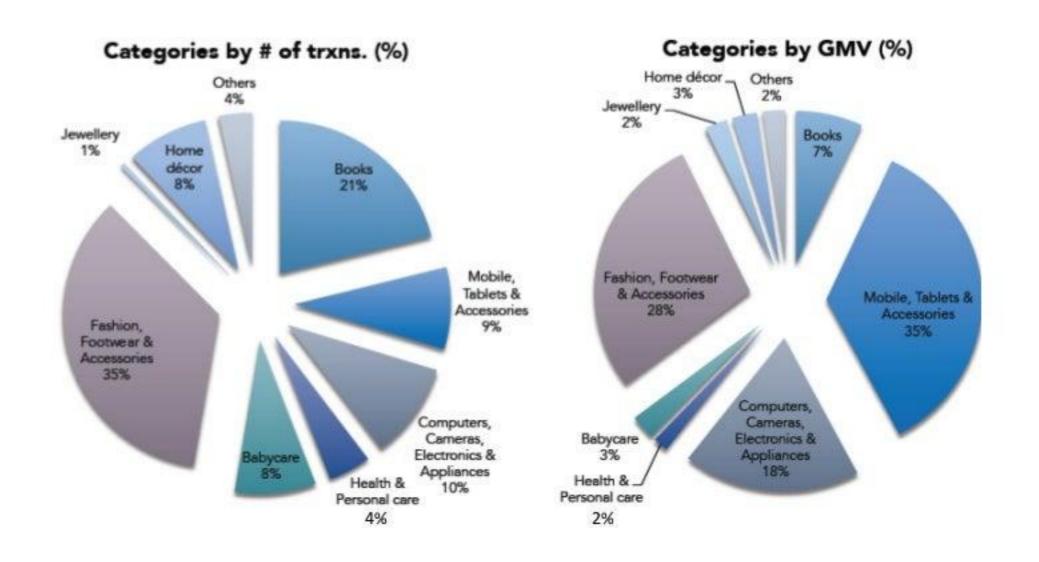


- With the increasing digital payments penetration, the share of COD shipments is reducing
- With increasing order values, we are seeing an uptick of EMI payments
- 3rd party wallets albeit a new phenomenon, have a strong value proposition and will be quick to become popular – similar to China
- By 2016, half of Indians will have debit card!

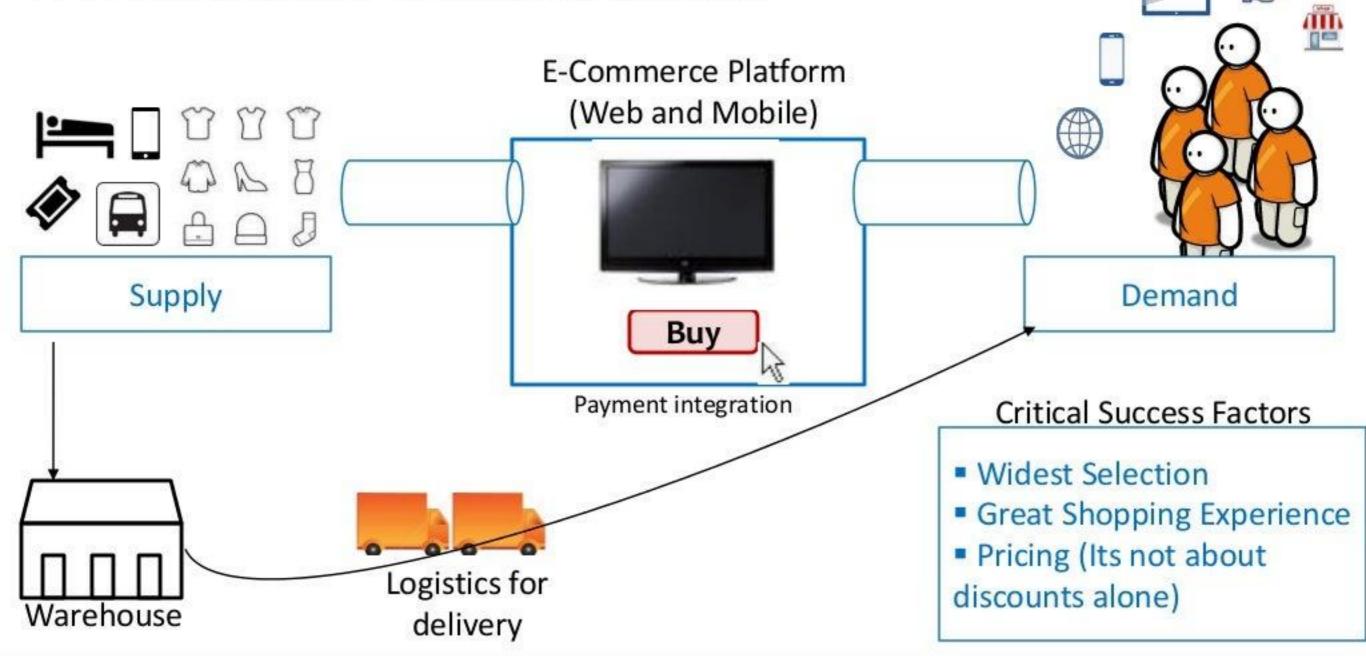


Source: RBI Website and Accel Reports

ONLINE RETAIL- CATEGORY WISE BREAKUP



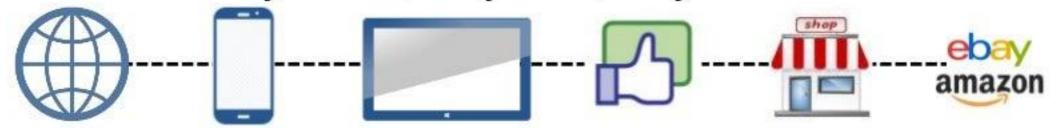
THE TWO SIDED BUSINESS MODEL

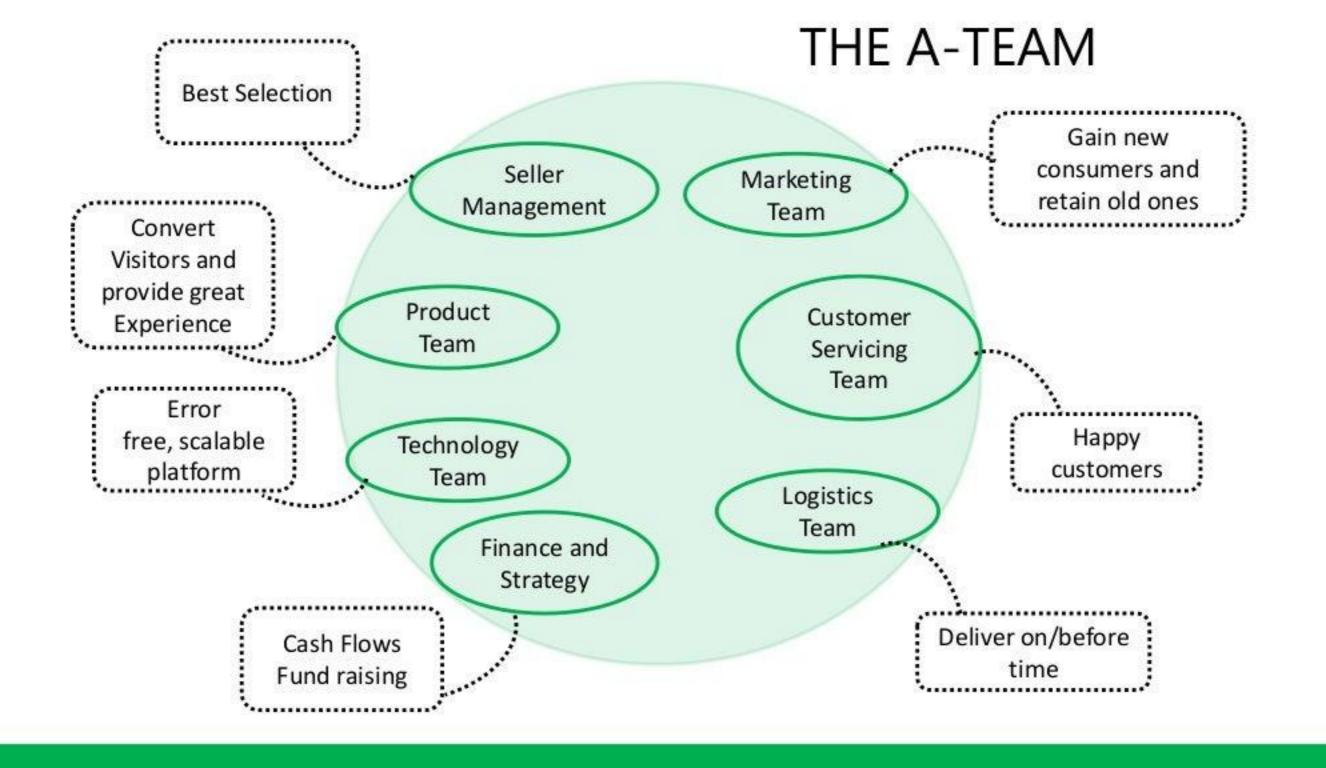


CONSUMERS EXPECT ALL TO ALL EXPERIENCE



Anywhere, Anytime, Any Channel





EVERYONE WANTS A SHARE OF PIE

RelianceFreshDirect.com to deliver fresh groceries in Mumbai

Shambhavi Anand, ET Bureau | Nov 17, 2014, 03,02PM IST

Inspired by Alibaba and its Indian clones, Tata Group to get into e-commerce space

stries BSE 1.01 % has taken baby e to deliver fresh grocery

HOME » INDUSTRY

FIRST PUBLISHED: THU, NOV 13 2014, 10 00 AM IST

KM Birla may follow Amazon into India ecommerce

The chairman of the Aditya Birla group says he is open to either acquiring e-retailers or building

Hindustan Unilever Ltd jumps on e-commerce bandwagon