

# redseer weekly

Consulting

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ground 0

## On the bulletin board

### • COVER STORY

Are we living in the Golden Age of India Internet?

### • INDUSTRY REPORT

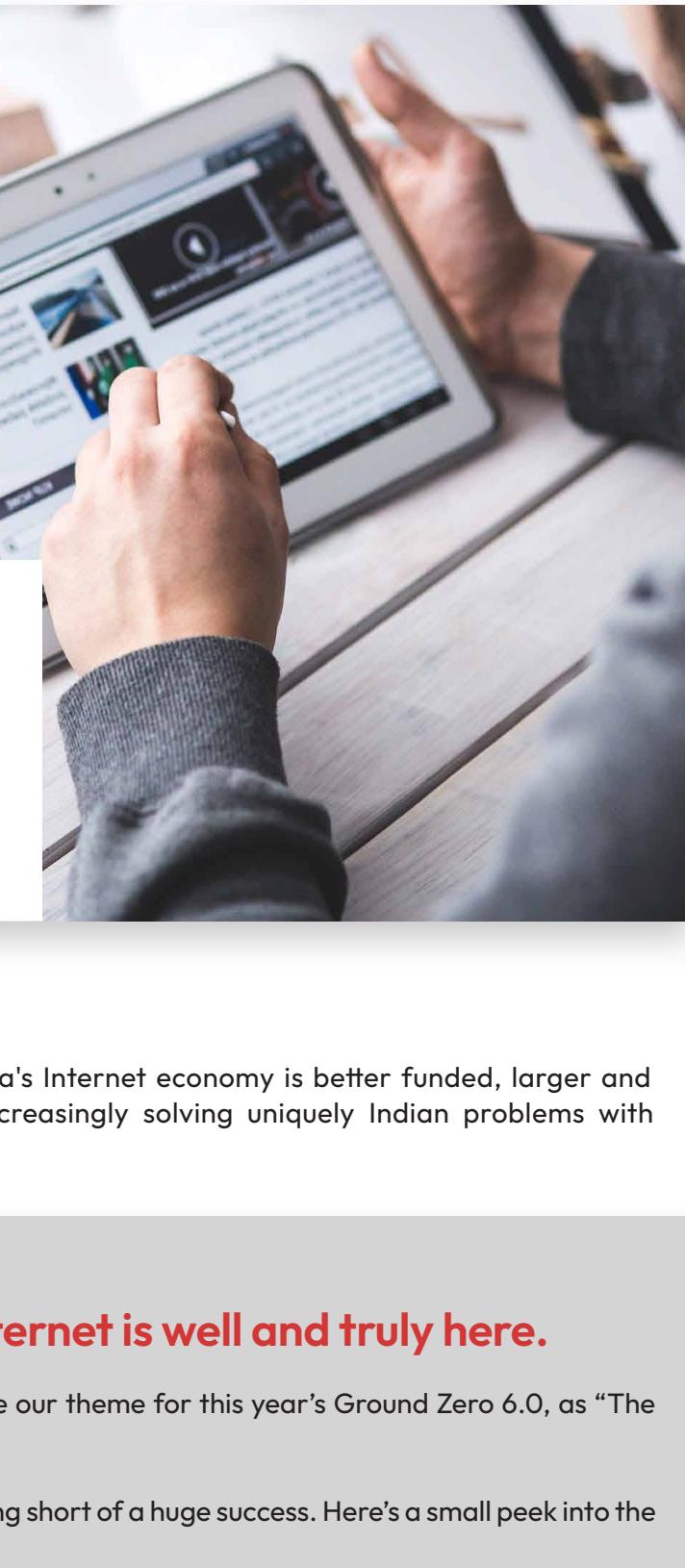
Travel Market In India, SEA & GCC

### • DOMESTIC TREND

Building up the e-gaming ecosystem of India

### • ONGOING EVENT

Going Live at 11:30 AM Today. Join us @ Ground Zero 6.0.



### COVER STORY

## Are We Living In The Golden Age Of India Internet

Hi <Name>,

As we stand in the threshold of 2022, India's Internet economy is better funded, larger and more vibrant than ever before and is increasingly solving uniquely Indian problems with technology at scale.

### The Golden Age of India Internet is well and truly here.

In light of all this, it only seemed apt to have our theme for this year's Ground Zero 6.0, as "The Golden Age of India Internet".

Day 1 of the two-day virtual event was nothing short of a huge success. Here's a small peek into the main talk points of Day 1:

**India's Digital Economy:** We began the day with the first session, the topic for which was India's digital economy. In this session, our panelists spoke of India's Journey to \$1 trillion of consumer internet economy, the verticalization of consumer demand, and how India is not digital first - but digital forward.

**Retail & e-Commerce:** Our discourse wouldn't be complete without addressing this sector! What an insightful session this was, with our panelists talking about how Indian e-tailing has now entered a Covid-induced golden age. Two other key messages involved the demand for a new retail channel by a new breed of online shoppers - paving the way for social and video commerce; And a \$250 Bn opportunity for digital-first brands!

**Quick Commerce:** We know that Q-commerce has pioneered the next stage of delivery. Industry experts decoded the hype around this emerging sector, and the direction in which it is headed: how India's fast growing eGrocery space is pivoting towards speed. Also, Quick commerce has made particular inroads largely in metros thus far - our panelists shed light on how quick commerce is fundamentally changing consumer purchase behaviour in metros and creating delight!

**Online Autos:** Online autos is a particularly interesting space. We had an insightful discussion on the future of shared mobility in India. Our panelists engaged in a discourse on the possibility of democratization to unlock massive potential this decade, and the way forward for this sector in the Indian landscape.

**HealthTech:** Our last session ended with an exciting conversation on another emerging sector - HealthTech, its drivers, the challenges, and opportunities that lay ahead. Our panelists highlighted the fact that HealthTech has become mainstream and is on an exciting path of transforming the state of India's healthcare system. Further, we discussed the continuous rise of HealthTech in pharma, diagnostics, and consultation (eHealth) and HealthTech's promising run in the less explored territories of surgery-care and chronic disease management.

After a thought-provoking and inspiring Day 1, we're all eagerly anticipating the second day of our event. Here's a quick glimpse of the leaders we are interacting with:

## GROUND ZERO 6.0

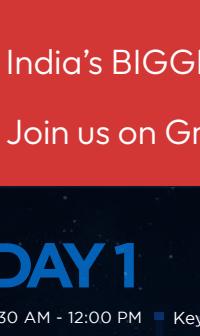
### KEY SPEAKERS AND PANELISTS

3rd FEB 2022 & 4th FEB 2022

INDIA'S BIGGEST EVENT

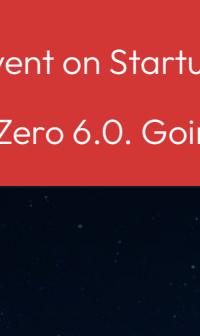
ON START-UP ECOSYSTEM

THE GOLDEN AGE OF INDIA INTERNET



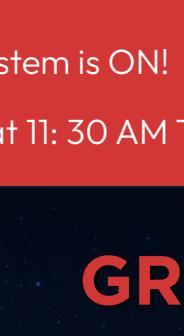
Audit Palicha

Founder & CEO  
Zepto



Aakash Tulsani

Senior Principal  
B Capital Group



Aditi Shrivastava

Captable



Anshoo Sharma

Co-founder and CEO  
MagicPin



Arun Bagaria

Co-Founder  
TravClan



Ashish Rajpal

Founder  
XSEED Education



Bhavesh Gupta

Chief Executive Officer  
Lending, Paytm



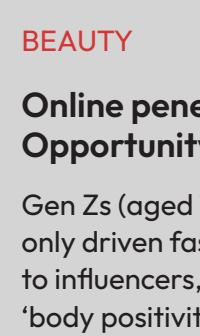
Chetan Naik

Fund Manager, Venture Capital  
and Private Equity  
IIFL Asset Management



Dinkar Avilavarapu

Head of Strategy  
Flipkart



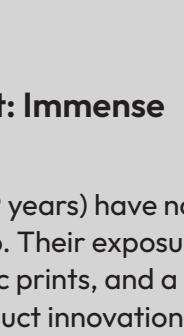
Gaurav Agarwal

Co-founder  
Imq



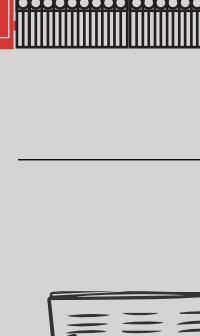
Gautam Chopra

Founder & CEO  
Bell6



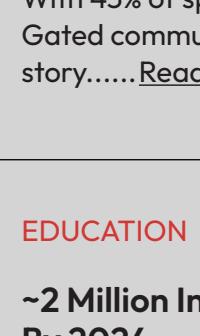
Nitin Gupta

Founder and CEO  
Jri



Prabhjeet Singh

President, India & South Asia  
Uber



Pranjal Kumar

Global CFO and Head of Corporate Development  
Eruditus Executive Education



Priyanka Iyer

Senior Correspondent  
Moneycontrol



Priyanka Sahay

Special Correspondent  
Moneycontrol



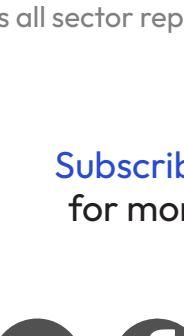
Pukrit Agarwal

Co-founder & CEO  
Trell



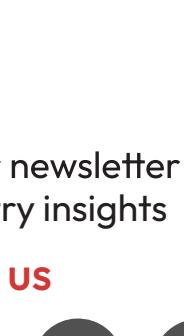
Ranjith Menon

Partner and Executive Director  
Chiratae Ventures



Rishi Raj Ratho

Co-Founder  
Arzoo



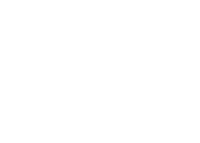
Saugata Gupta

Managing Director and CEO  
Marco Ltd



Siddharth Talwar

Venture Capitalist  
Lightbox



Sindhu Kashyap

Associate Editor  
ourStory Media



Sridhar Sankararaman

Managing Director  
Multiples Equity



Sudhir Sethi

Founder and Chairman  
Chiratae Venture

We will be dissecting a lot more sectors such as FinTech, EdTech, Neo Banking, and more, so tune in at 11:30 am today!

The energy and context that these sessions are bringing forth are unparalleled. I am excited about the future that India's leaders and its digital economy hold and how together they are more than capable of delivering. I hope you are too.

Thanks,  
Anil

A large commercial airplane is shown flying through a clear blue sky with some wispy clouds. The aircraft is angled upwards, suggesting ascent or flight.

### INDUSTRY REPORT

## Travel Market In India, SEA & GCC

The travel market size of India was ~\$75 Bn in FY20, expected to grow to \$125 Bn+ by FY27. With the easing of COVID-19 restrictions and the ongoing successful vaccination drive, Indians are set to resume domestic and international travel from FY22..... [Read more](#)

Travel market size in India expected to grow to \$125 Billion by FY27

### DOMESTIC TREND

## Building up the e-gaming ecosystem of India

Digital Gaming in India has undergone a paradigm shift in the last decade as the internet and smartphone access have changed the way Indians consume the internet.... [Read more](#)

A close-up shot of two hands holding black game controllers. They are positioned in front of a television screen which displays a vibrant video game scene, likely a soccer match. The hands appear to be in the middle of playing.

## Ongoing Event

India's BIGGEST Event on Startup Ecosystem is ON!

Join us on Ground Zero 6.0. Going Live at 11: 30 AM Today

### DAY 1

11:30 AM - 12:00 PM Keynote

12:05 PM - 1:05 PM India's Digital Economy 2

1:10 PM - 2:00 PM Logistics and Quick Commerce

2:05 PM - 2:55 PM Quick Commerce

3:00 PM - 3:50 PM Online Autos

3:55 PM - 4:45 PM HealthTech

### DAY 2

11:30 AM - 12:20 PM Fintech - Payments, New Age Lending

12:25 PM - 1:15 PM Neo Bank

1:20 PM - 2:10 PM EdTech

2:15 PM - 3:05 PM India's Digital Economy - Rise of Enablers

3:10 PM - 4:00 PM Public Market Assessments of Tech Firms

4:05 PM - 4:25 PM Digitizing Manufacturing and Construction

## GROUND ZERO 6.0

INDIA'S BIGGEST EVENT

ON START-UP ECOSYSTEM

THE GOLDEN AGE OF INDIA INTERNET

### BEAUTY

#### Online penetration in India's BPC market: Immense Opportunity at hand

Gen Zs (aged 10-24 years) and millennials (25-39 years) have not only driven fashion and BPC sales, but trends too. Their exposure to influencers, K-beauty, clinical skincare, graphic prints, and a 'body positivity-first' approach has spurred product innovation in this space like never before..... [Read more](#)

### GATED COMMUNITY

#### Gated Community \$ 500B Consumption Story In 2026

With 45% of spend and 32% of population in top-50 cities of India, Gated communities are a significant part of India's consumption story..... [Read more](#)

### EDUCATION

#### ~2 Million Indian Students Would Be Studying Abroad By 2024

The quality of education plays a key role in determining the life that one will build for themselves. For many Indians, studying abroad is an aspiration as it provides better scope, opportunities leading to a better quality of life..... [Read more](#)

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