



THE ECOMMERCE GOLD RUSH IN INDIA

Ashwin Krishna
ashwin.arya@gmail.com



Trivia: What's happening here?





Offer Prasad to Lord Ram on Vivaah Panchmi

Everything is sold online from Prasad to...



CLICK
HERE



www.ebay.in/itm/milk-giving-black-young-buffalo-20-liter-per-day-/150731422974?pt=LH_DefaultDomain_203&hash=item23184afcf#ht_500v

ebay.in Welcome! Sign in or register

CATEGORIES SHOPS MOTORS PH

Everything Else > Miscellaneous

FREE SHIPPING!

milk giving black young buffalo 20 liter per day

Item condition: Used

Time left: 4d 07h (15 Jan, 2012 15:13:17 IST)

Bid history: 1 bid

Add to Watch list

Seller info
naveenahlawat (0)

Ask a question
Save this seller
See other items

Ships to: India

Print | Report item

Shipping: **FREE** National Courier - Delivery outside seller's city | See all details.

Payments: **PaisaPay** (Credit card, Debit card, Online Bank Transfer) | See payment information.

Returns: 7 Days, exchange | Read details

Make the smart choice!
Use PaisaPay, complete your purchase on eBay!

- PaisaPay sends your money to the seller after you get the item
- Most items are shipped within 2 days of payment
- Replacement or Refund if you are not 100% satisfied!

Know more | *T&C apply

Buffalo err... to



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

Print Page

Save Page for later

Share Page

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.

AMENITIES

NEIGHBOURHOOD

sexual wellness products...

[SEE ALL CATEGORIES](#)[SWACHH BHARAT STORE >](#)[WINTER CARNIVAL >](#)[BEST SELLERS >](#)

BROWSE

[Home](#) > [Health, Wellness & Medicine](#) > [Sexual Wellness](#) ▾[HEALTH, WELLNESS & MEDICINE](#)

(17130)

[Massager & Pain Relief](#)

(2466)

[Sexual Wellness](#)

(4072)

[Weighing Scales & Daily Needs](#)

(1507)

[Diabetic Care](#)

(498)

[BP & Heart Rate Monitors](#)

(394)

[Supports & Rehabilitation](#)

(1156)

[Alternative Health Therapies](#)

(3494)

[Respiratory Care](#)

(142)

[Hospital & Medical Equipment](#)

(678)

SEXUAL WELLNESS [VIEW ALL >](#)

Durex Play Vibrations

**SENSUAL &
STIMULATING SENSATIONS**

[SHOP >](#)

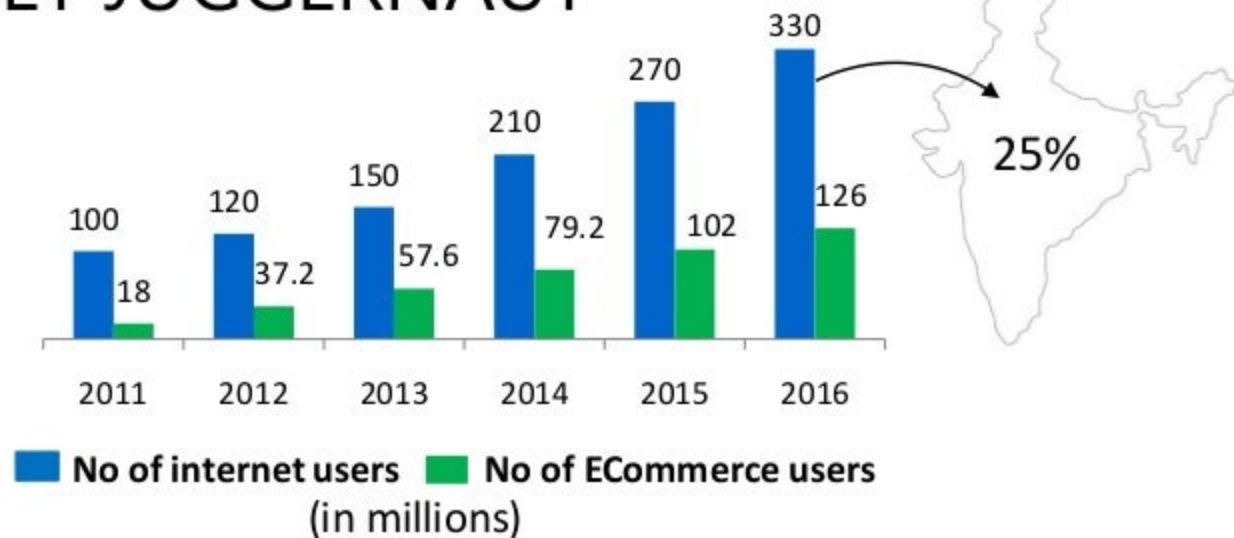
SHOP PRIVATELY AT HOME
100 % PRIVACY GUARENTEED

[KAMASUTRA](#)[DUREX](#)[WINTER CARNIVAL](#)[SHOP PRIVATELY!](#)[E-CIGARETTE](#)

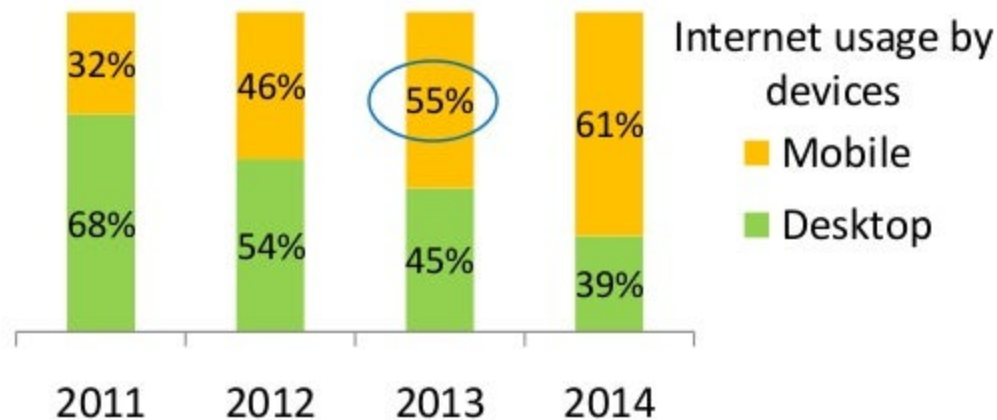
TALE OF TWO BILLION \$ STARTUPS AND AMAZON



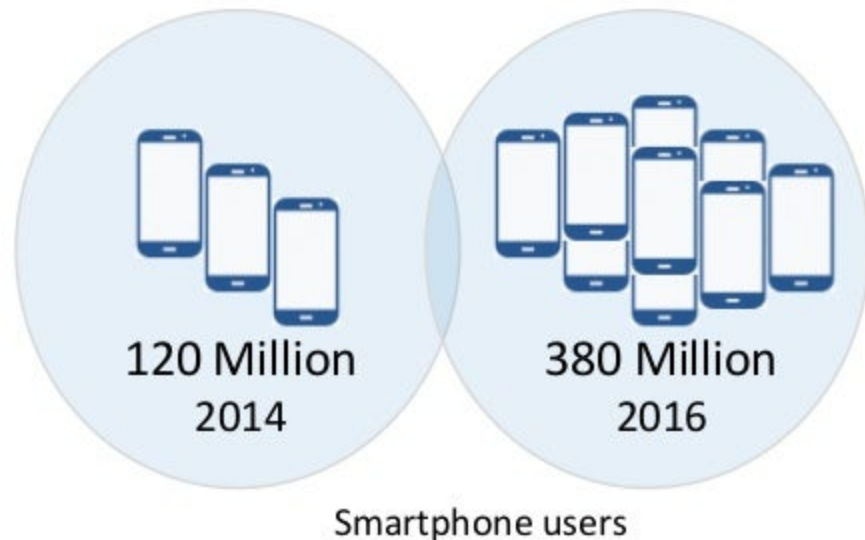
THE INTERNET JUGGERNAUT



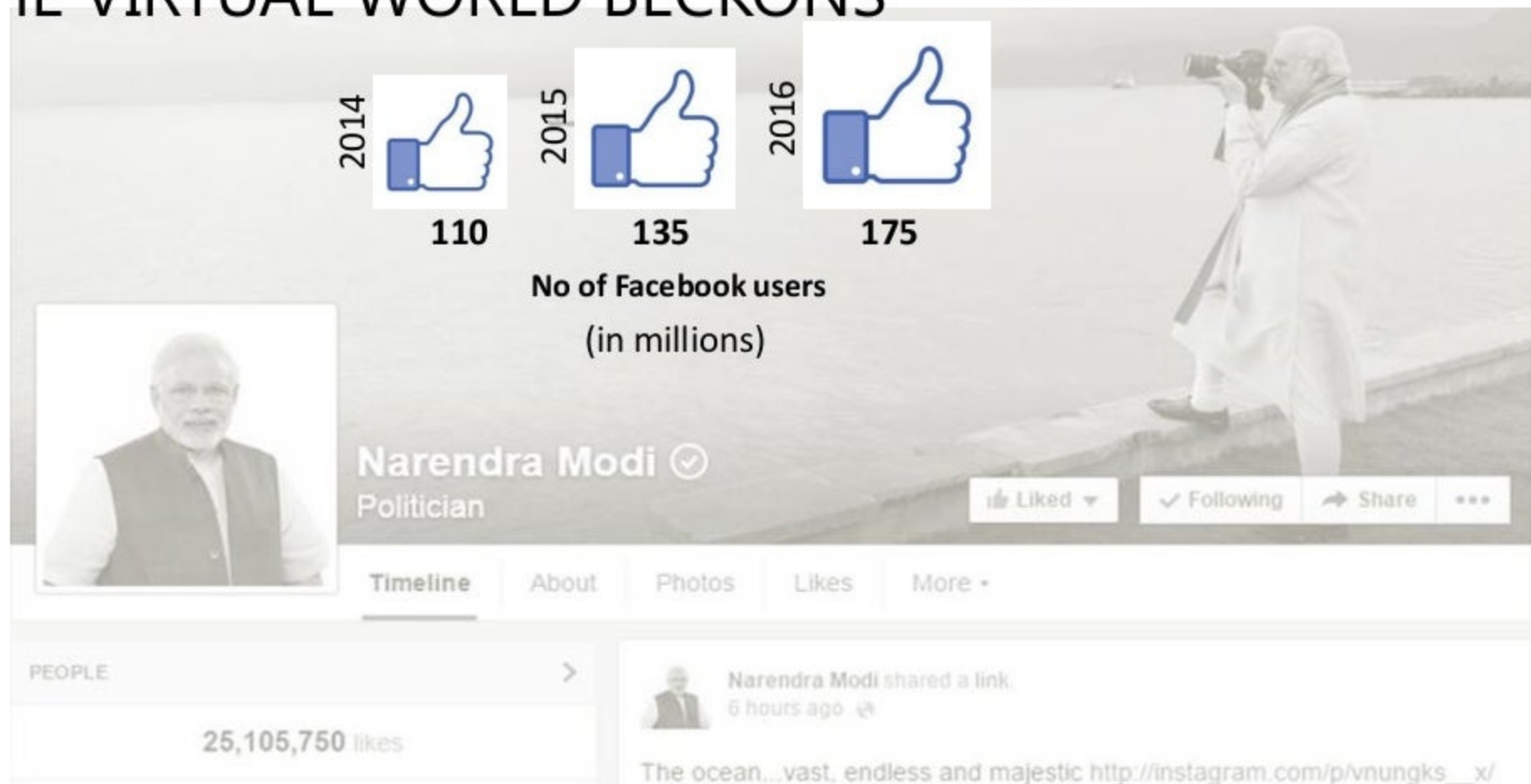
2013 Internet user base split



ONE THING WHICH WILL CHANGE THE FUTURE



THE VIRTUAL WORLD BECKONS



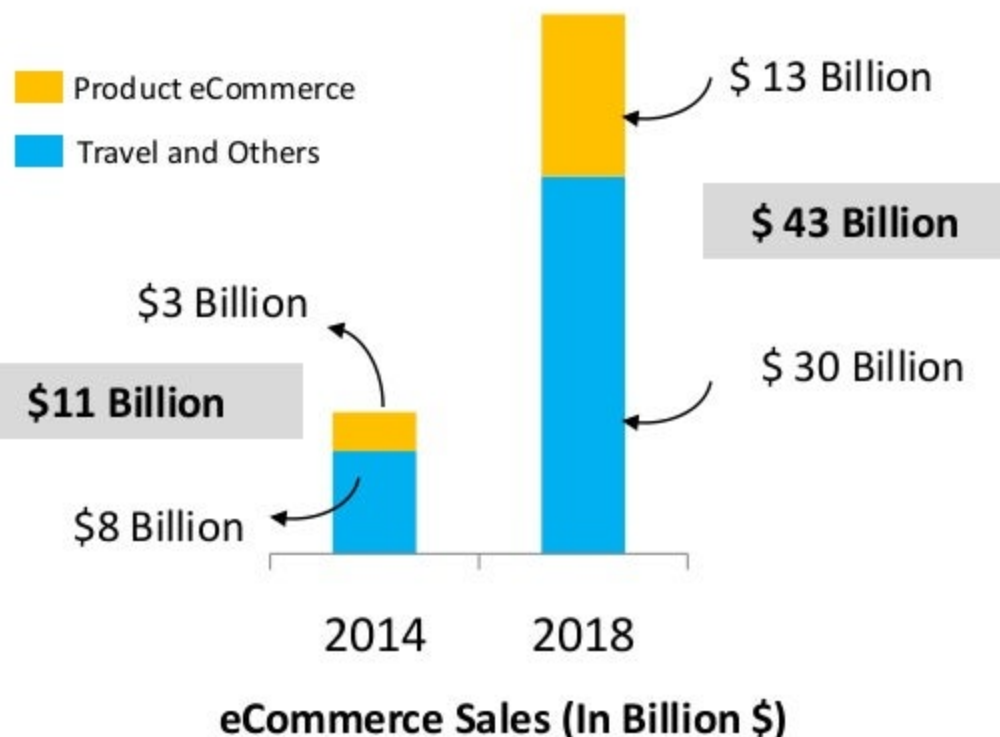
DIGITAL AD SPEND IN INDIA

	2012	2013	2014	2015	2016	CAGR
PRINT	154	172	193	215	241	11.5%
TELEVISION	130	148	170	197	230	14.7%
OOH	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)



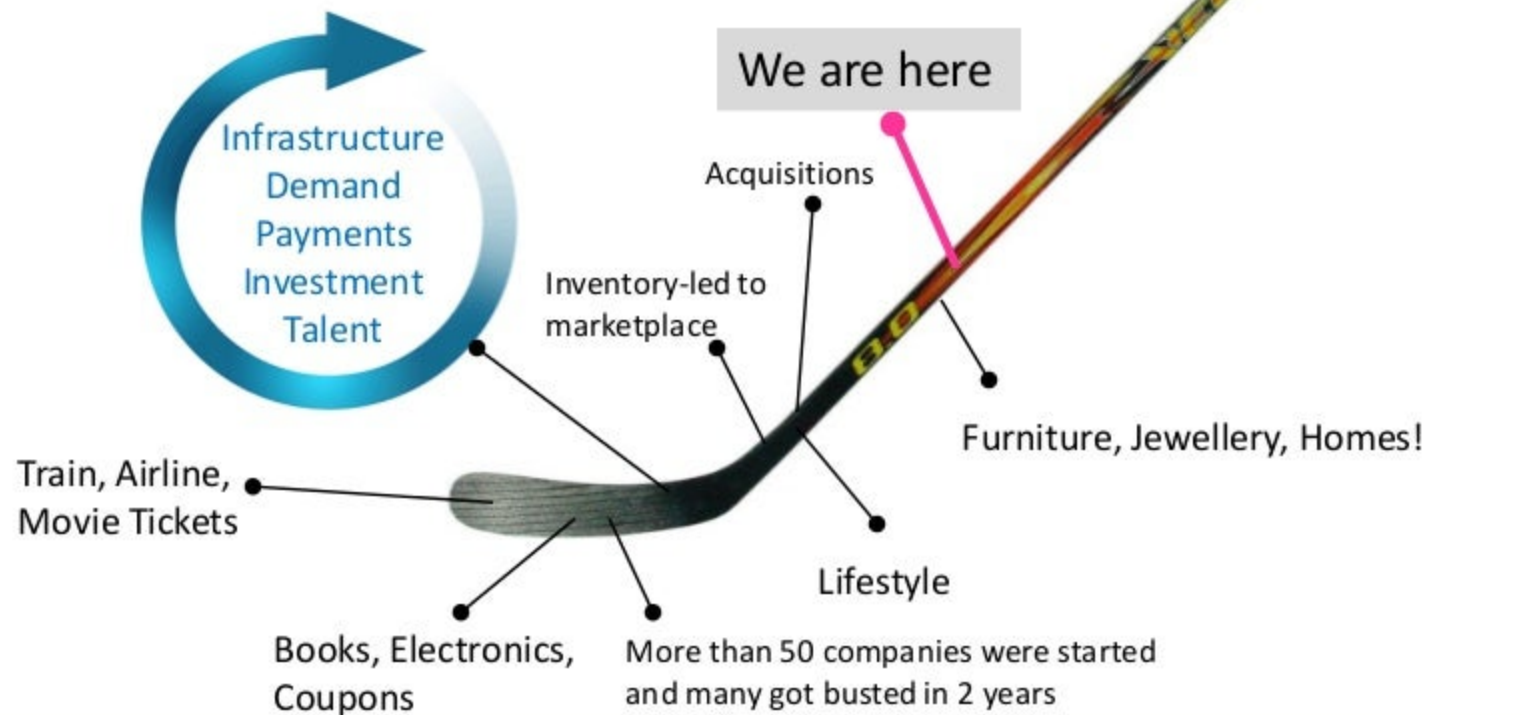
SHOW ME THE MONEY, HONEY!



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

Drivers of growth

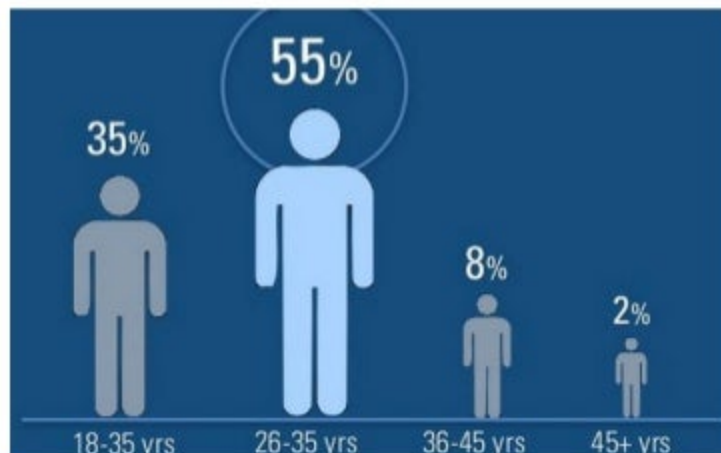
EVOLUTION



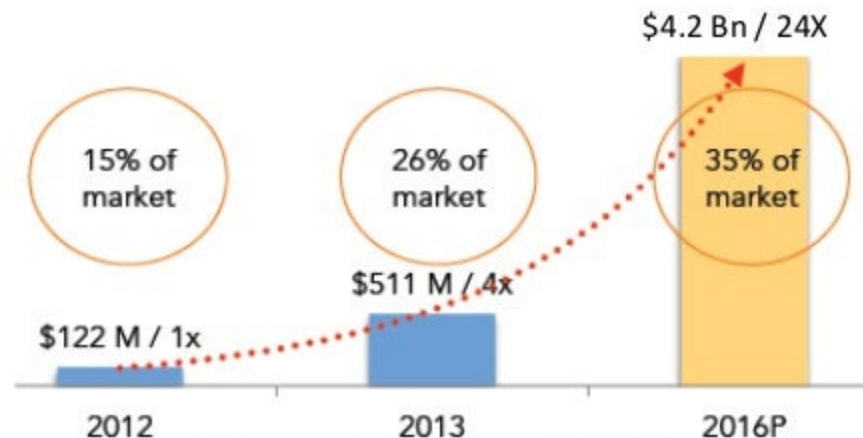
OPPORTUNITY ASSESMENT



Mobile Commerce



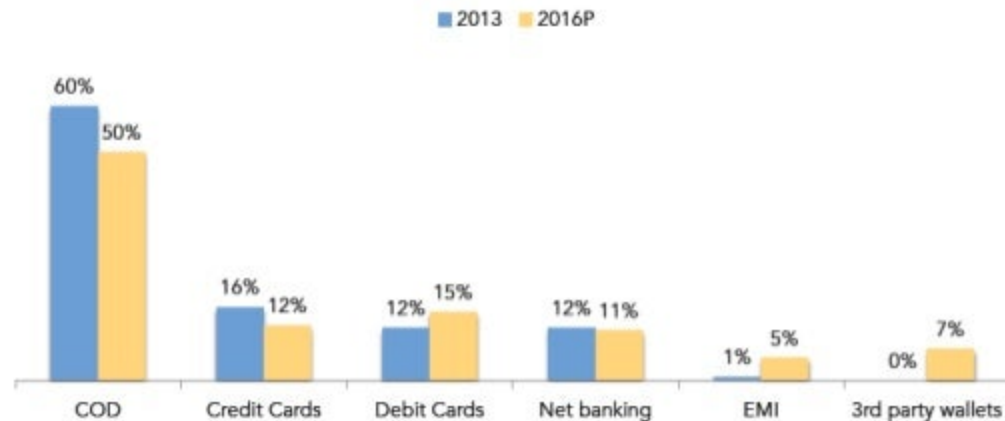
Online buyers profile



Women Influenced GMV

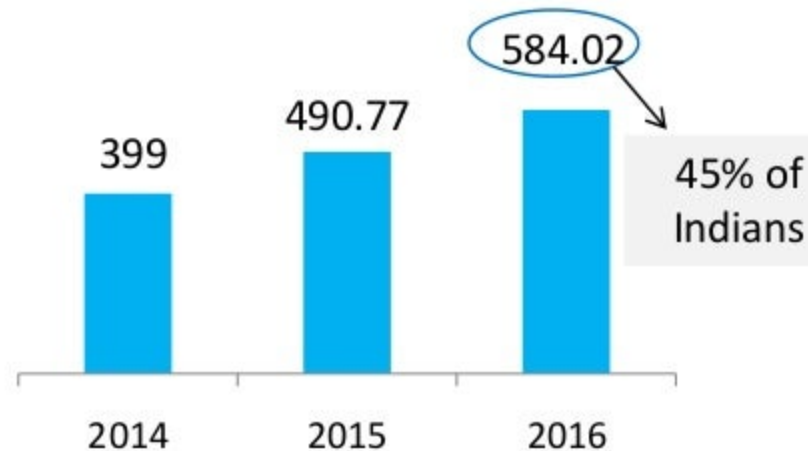
Source: Accel Reports

PAYMENTS LANDSCAPE



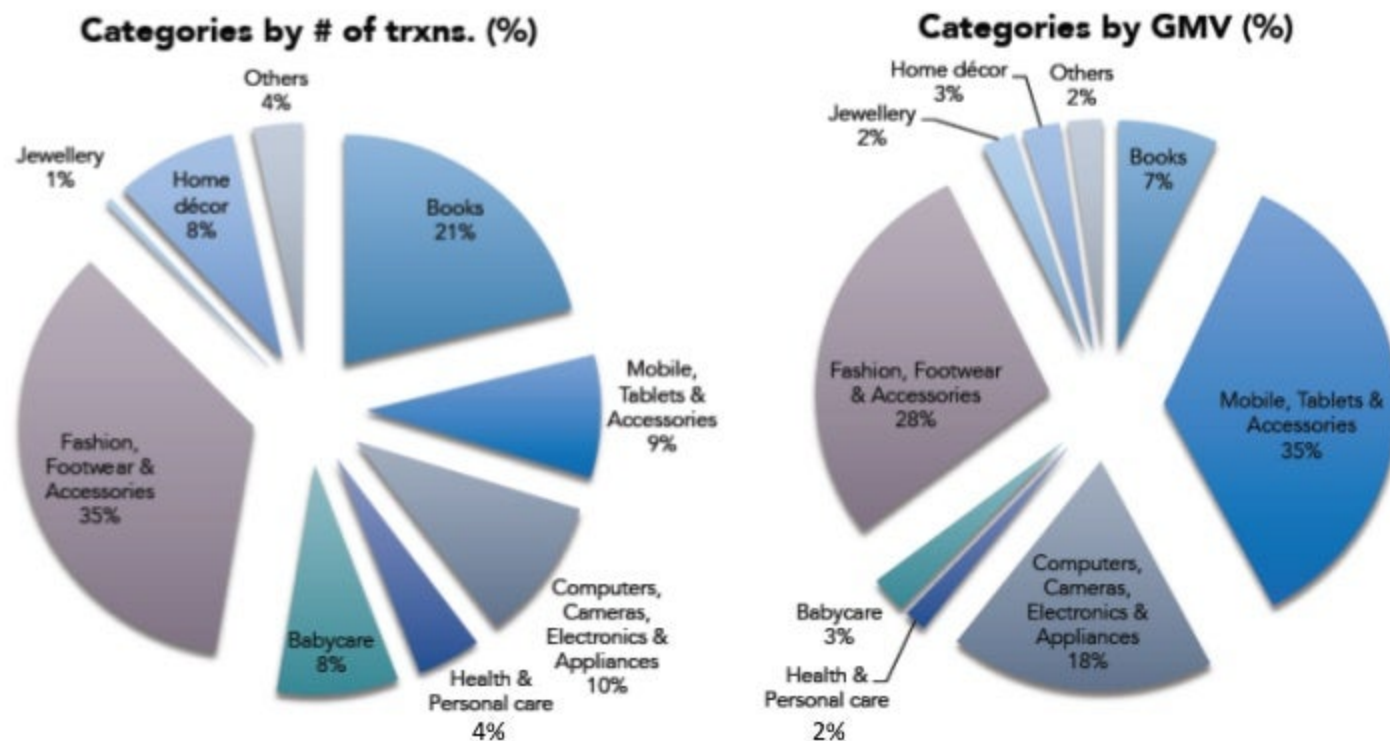
Online Retail payments in India

- 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!

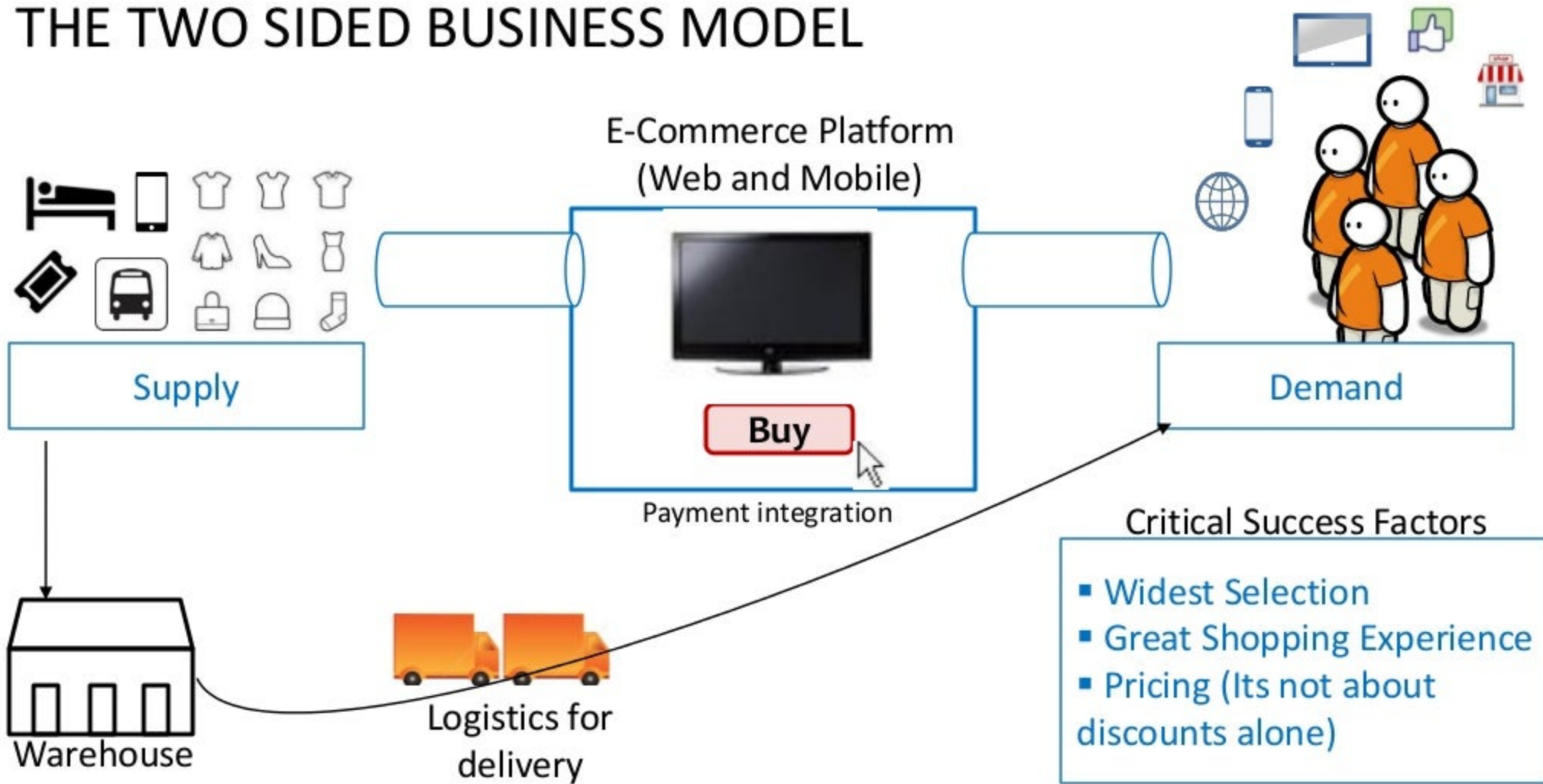


Number of Debit Card users in India
(In millions)

ONLINE RETAIL- CATEGORY WISE BREAKUP



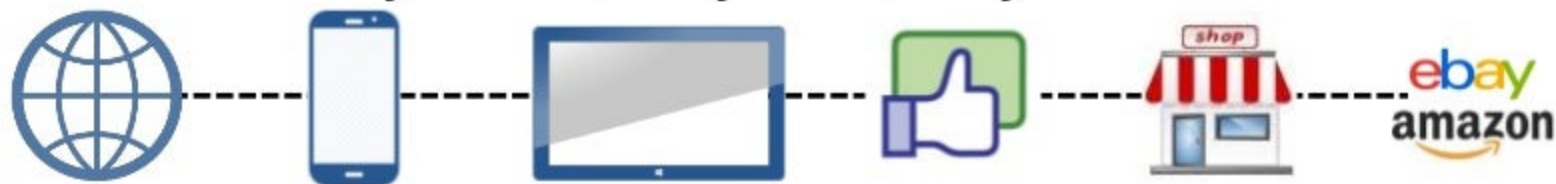
THE TWO SIDED BUSINESS MODEL



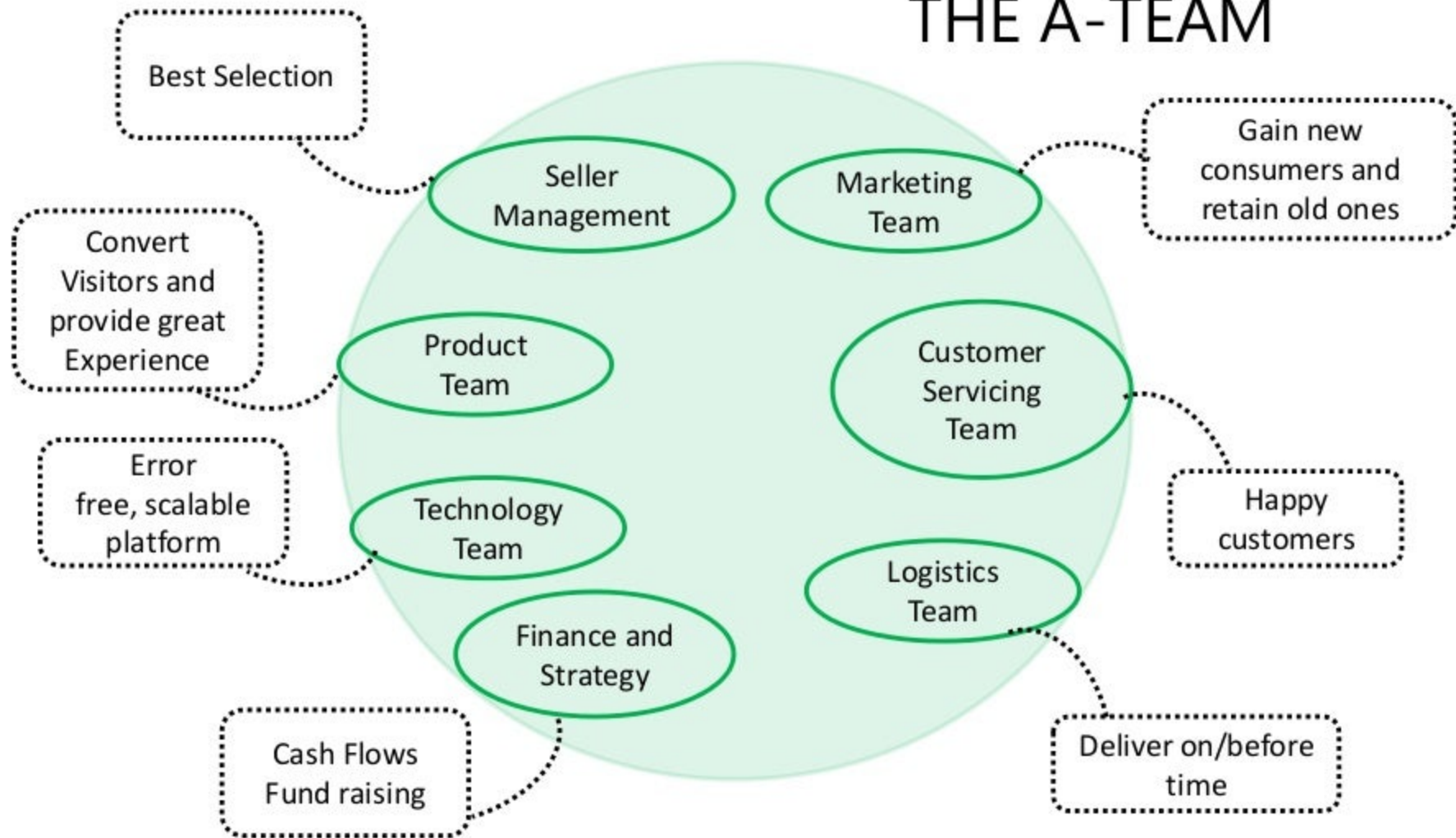
CONSUMERS EXPECT ALL TO ALL EXPERIENCE



Anywhere, Anytime, Any Channel



THE A-TEAM



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

Shares BSE 1.01 % has taken baby steps to deliver fresh grocery

HOME » INDUSTRY

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

KM Birla may follow Amazon into India e-commerce

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

ECOSYSTEM PLAYERS

Marketplaces	Fashion	Vertical Players		Real Estate
  	 	     		  
Travel	Jobs	Transport	Recharge	Local
    	 	  	 	   
	Matchmaking		Ticketing	
	 			

ECOSYSTEM PLAYERS

Platforms		Payments	Banks	Logistics	Compairson
  		  	  	   	   
Retailers		eCommerce Platform		Servicing	Tools
  		 		Digital Marketing Design Consulting Photography Data Entry	 

BUSINESS METRICS

Marketing

Customer
acquisition cost

Product + Marketing
+ Category

Average Order
Value

Conversion
Rate

Customer
Churn

Customer
Lifetime Value

Operations

% On-Time Delivery
Completion

Finance

Cash-conversion cycle and
return on capital

Jobs

[News](#)[Industry](#)[Politics](#)[Markets](#)[Wealth](#)[MF](#)[Tech](#)[Jobs](#)[Opinion](#)[Blogs](#)[NRI](#)[Slideshows](#)[Magazines](#)[ET NOW](#)[ET Speed](#)[ET Portfolio](#)

04:04 PM | 20 Nov **EOD**
MARKET STATS

SENSEX
28.067.56 ▲ 34.71

NIFTY
8.401.90 ▲ 19.60

GOLD (MCX) (Rs/10g.)
26.553.00 ▼ -158.00

USD/INR
61.96 ▼ -0.01

[Login to Track your Investment](#)

You are here: [Home](#) > [Collections](#) > [Bits Pilani](#)

RELATED ARTICLES

[Big salaries make a comeback for engineering grads; Google...](#)

August 8, 2014

[BPOs start staff guidance programmes](#)

June 21, 2004

[Flexi staffing industry in the country to grow to 9 mn by...](#)

October 10, 2012

Jobs gallore in ecommerce space; 1.5 lakh jobs likely in 2-3 years

PTI Oct 5, 2014, 11:29 AM IST

Tags: [Urban Ladder](#) | [Suchita Dutta](#) | [Rajiv Srivatsa](#) | [net worth](#) | [managing director](#) | [Insurability](#) | [Amazon](#)

NEW DELHI: Its raining jobs in the e-commerce space as this segment could grow at 20-25 per cent over the next 2-3 years in terms of jobs, salaries and growth, which in turn could create at least 1,50,000 jobs.



0

1k

[Tweet](#)

[Recommend](#)

[Subscribe](#)

WHAT ARE THE OPPORTUNITIES?

Seller / Supply Side	Marketing	Product and Technology	Operations and Fulfilment	Strategy and Finance
<ul style="list-style-type: none">• Business Development• Category Management• Onboarding• Training• Account Management• Alliances	<ul style="list-style-type: none">• Digital Marketing - SEO, PPC, Social• ATL, BTL• Analytics• PR and Communication• Brand Management• Forecasting	<ul style="list-style-type: none">• Product Management• Program Management• Analytics	<ul style="list-style-type: none">• Supply chain• Warehousing• Logistics• Customer Service	<ul style="list-style-type: none">• Planning and forecasting• Fund Raising• Cash flow management

Great Entrepreneurial opportunities in making the ecosystem robust – increasing retention, increasing logistics efficiency, analytics etc

THE PIONEERS



CONCERNS AND FUTURE



- Profitability
- Consolidation
- Top horizontal players
- Few niche players with unique selection
- Focus from discounting to customer experience
- Customer acquisition to retention
- Focus from GMV to Profitability

Thank You



Ashwin Krishna
ashwin.arya@gmail.com