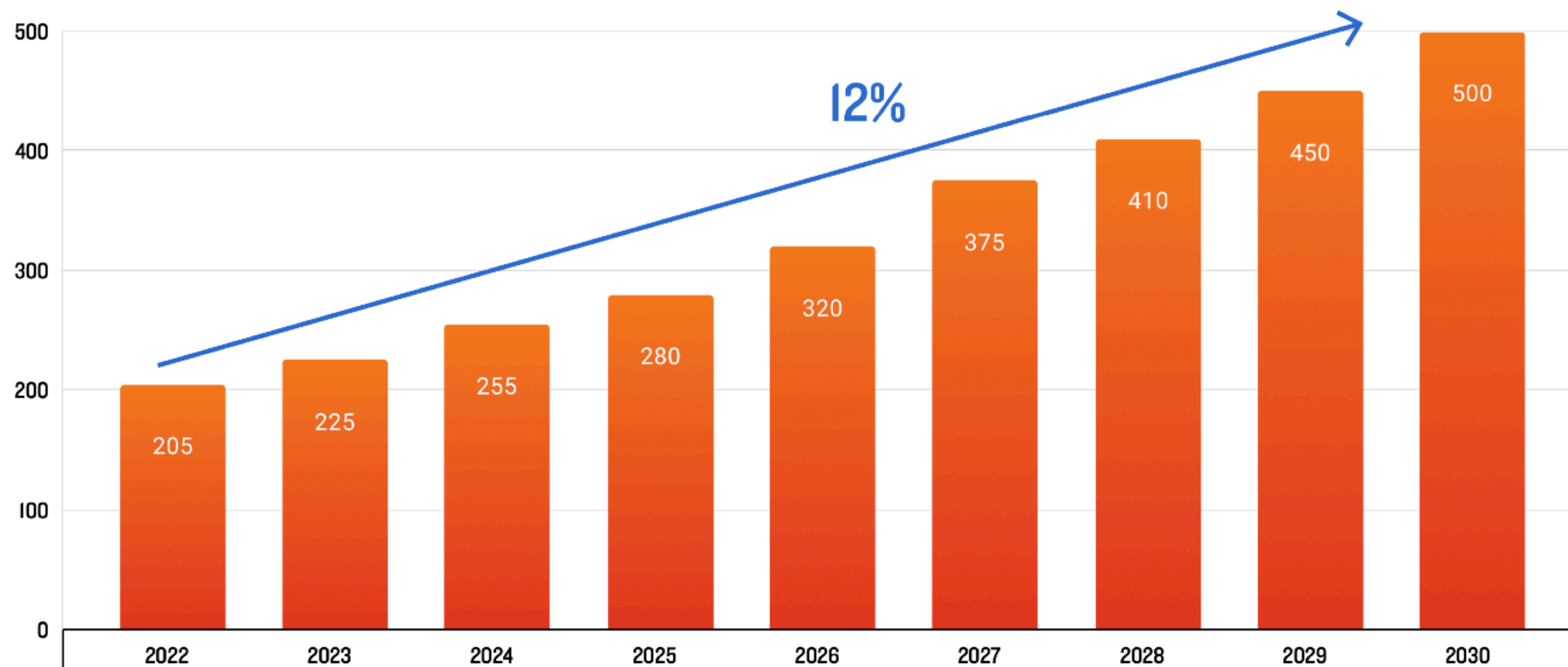




# India To Have 500 Mn+ Online Shoppers By 2030

Paid users expected to grow at 12% CAGR from 2022-2030



SOURCE: INC42, BAIN AND FLIPKART REPORT 2020























































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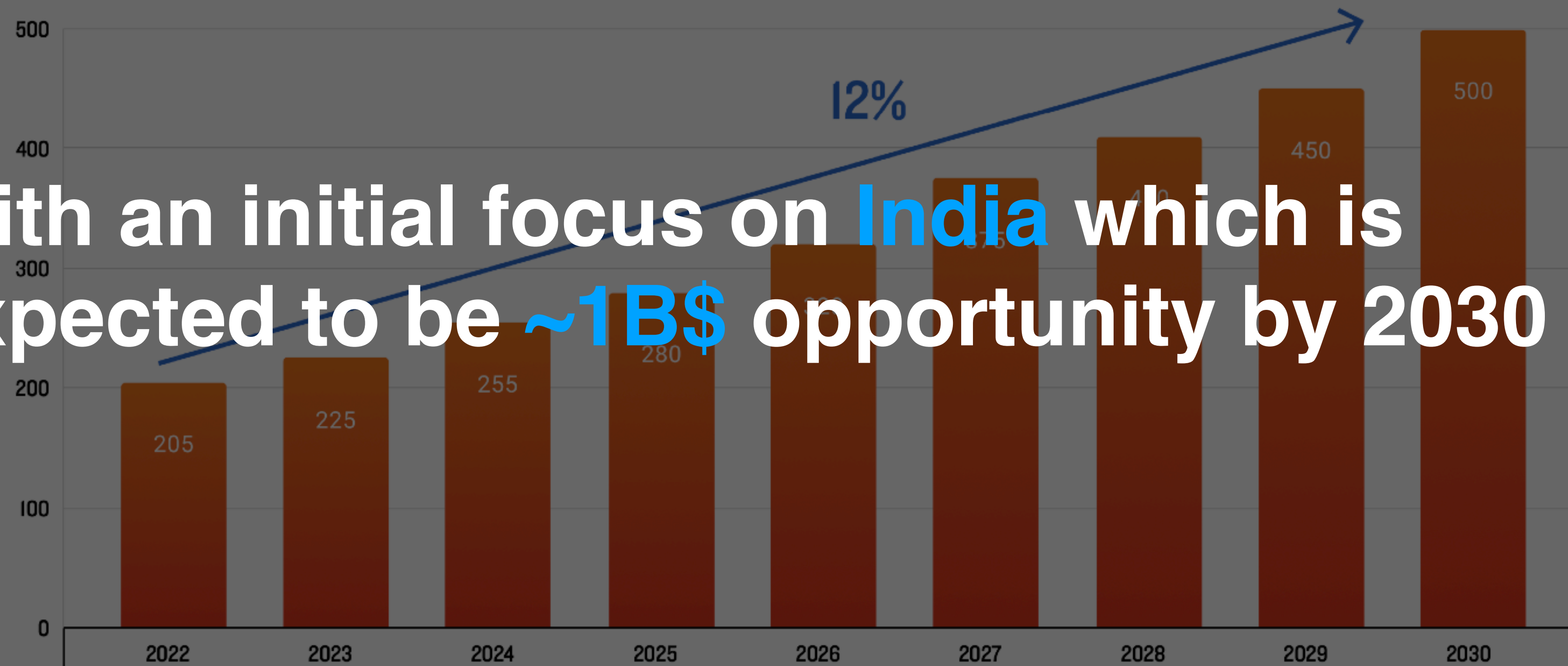






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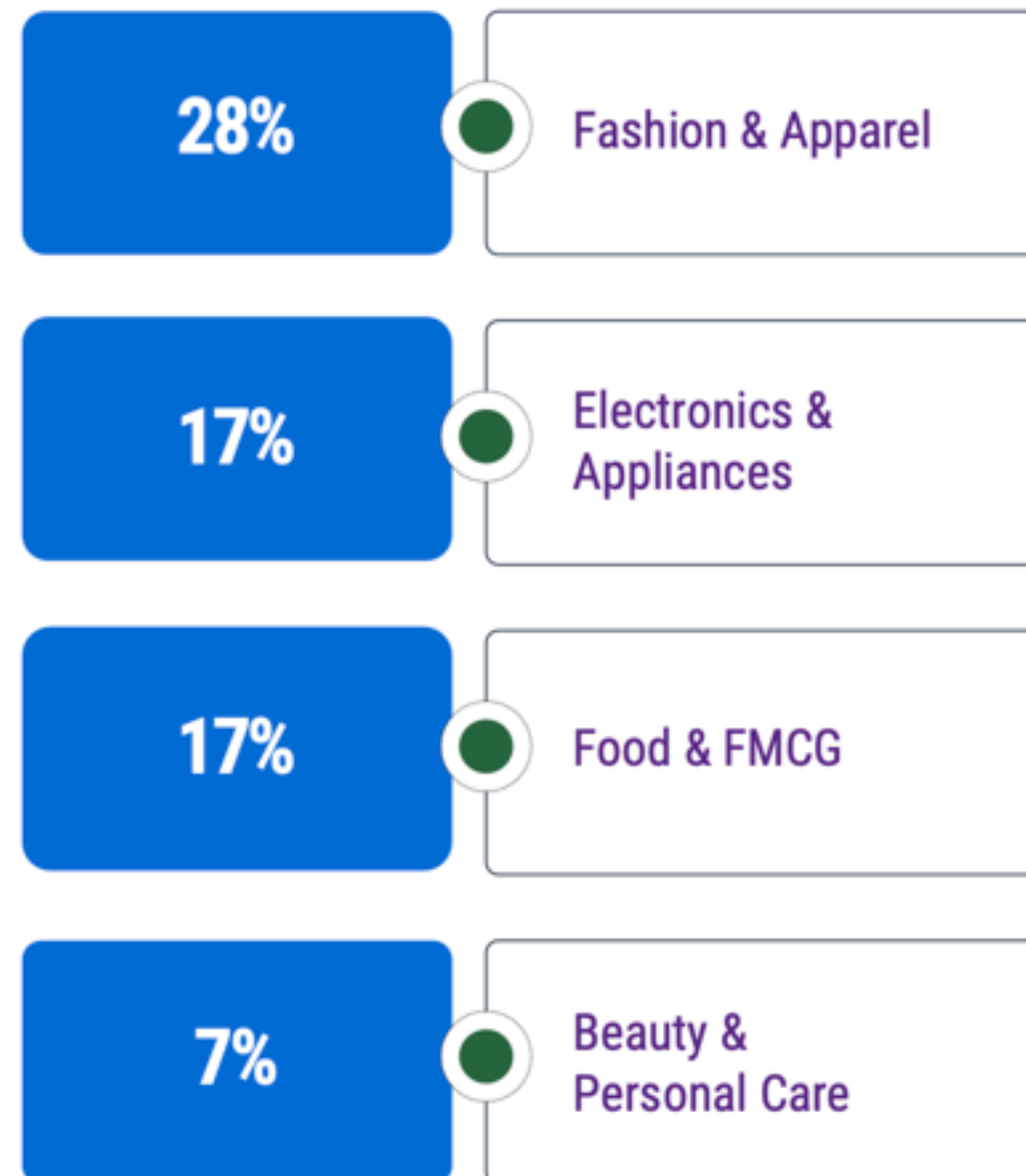


With an initial focus on **India** which is expected to be **~1B\$** opportunity by 2030

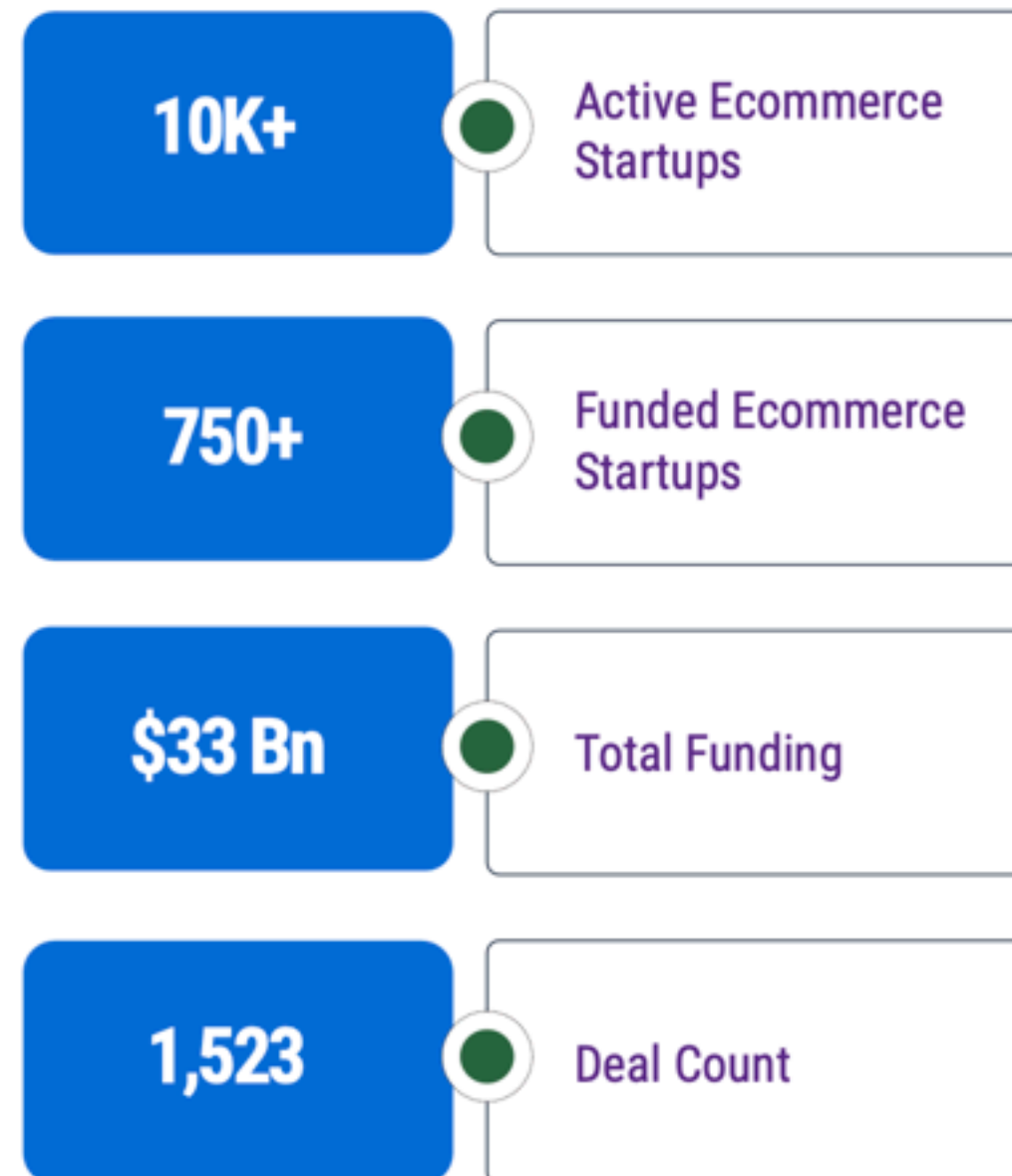
SOURCE: INC42, BAIN AND FLIPKART REPORT 2020

## India's Ecommerce Startup Ecosystem: Key Facts

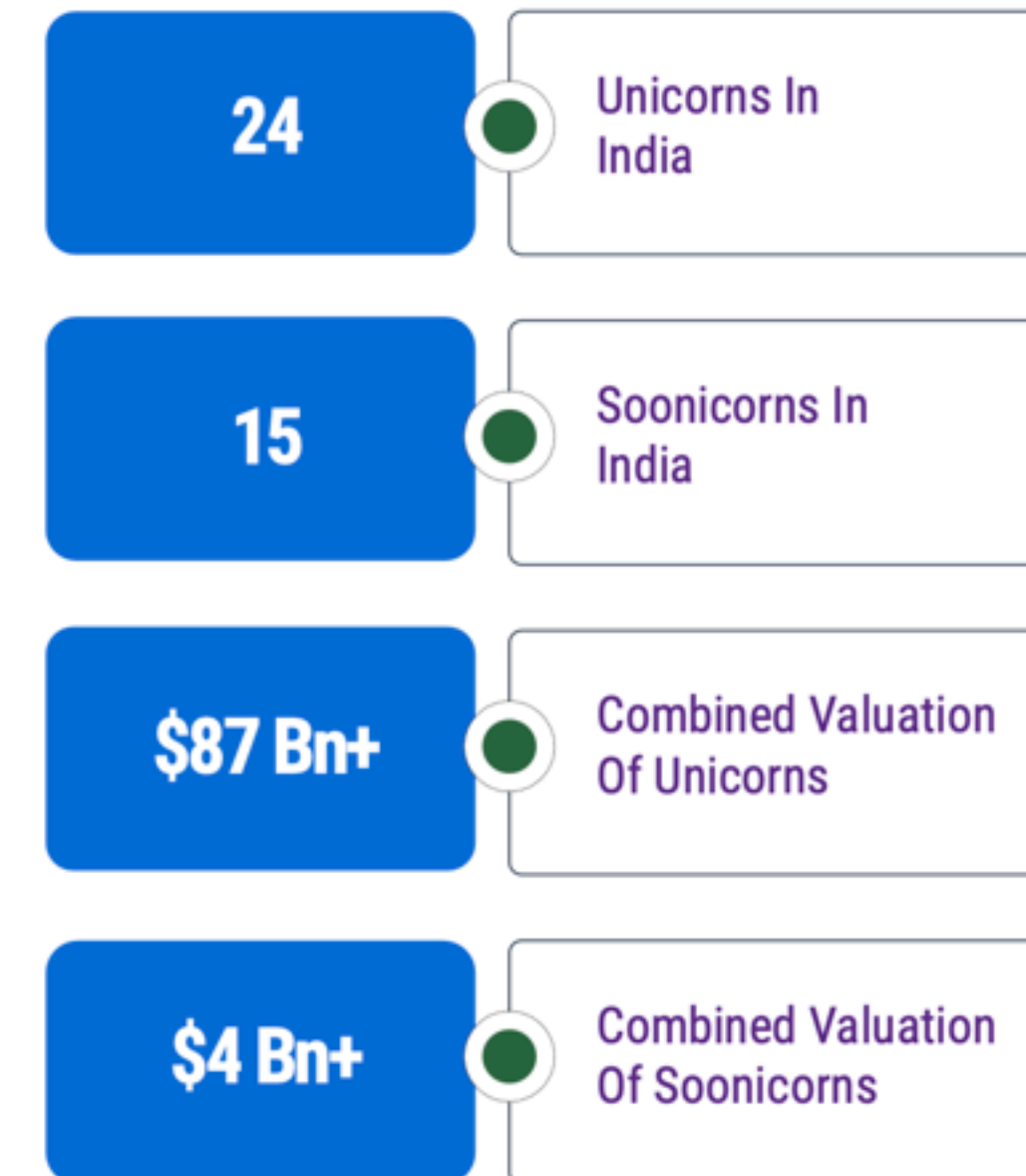
### ESTIMATED MARKET OPPORTUNITY (2030)



### VENTURE CAPITAL (2014-Q1 2023)



### UNICORNS & SOONICORNS



SOURCE: INC42, BCG, MULTIPLE SECONDARY SOURCES