



# THE ECOMMERCE GOLD RUSH IN INDIA

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Trivia: What's happening here?





## Offer Prasad to Lord Ram on Vivaah Panchmi

Everything is sold online from Prasad to...



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Everything Else > Miscellaneous

**FREE SHIPPING!**



My eBay

Sell

Community

Customer Support



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### 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



Enlarge



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

Ships to: India

Print | Report item

Buffalo err... to



BOOK ONLINE  
★ NOW FOR ★  
Rs. 30,000 ONLY

#### SELECT YOUR SPACE

- ☒ 2BHK COMPACT
- ☐ 2BHK OPTIMA
  - 
  -
- ☐ 3BHK

#### YOUR APARTMENT COST

**Rs. 36,99,266** [Payment Breakup](#)

Other Charges Apply

BOOK NOW FOR Rs. 30,000 ONLY

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# 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...



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(3494)

[Respiratory Care](#)

(142)

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**SEXUAL WELLNESS** [VIEW ALL >](#)

## Durex Play Vibrations

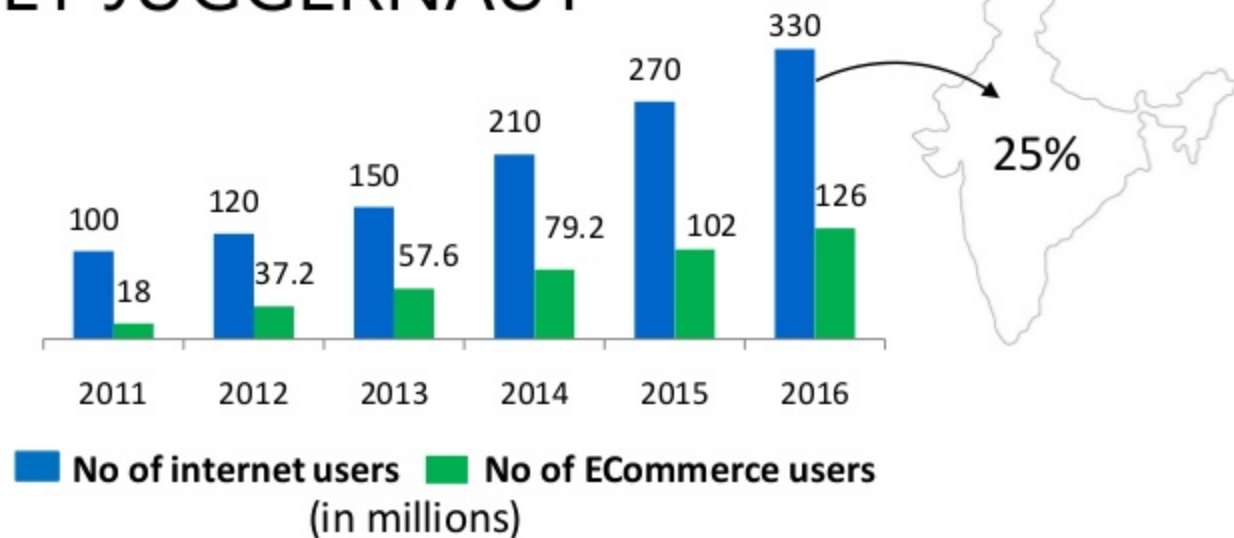
**SENSUAL & STIMULATING SENSATIONS**[SHOP >](#)SHOP PRIVATELY AT HOME  
100 % PRIVACY GUARENTEED[KAMASUTRA](#)[DUREX](#)[WINTER CARNIVAL](#)[SHOP PRIVATELY!](#)[E-CIGARETTE](#)

# TALE OF TWO BILLION \$ STARTUPS AND AMAZON





# THE INTERNET JUGGERNAUT

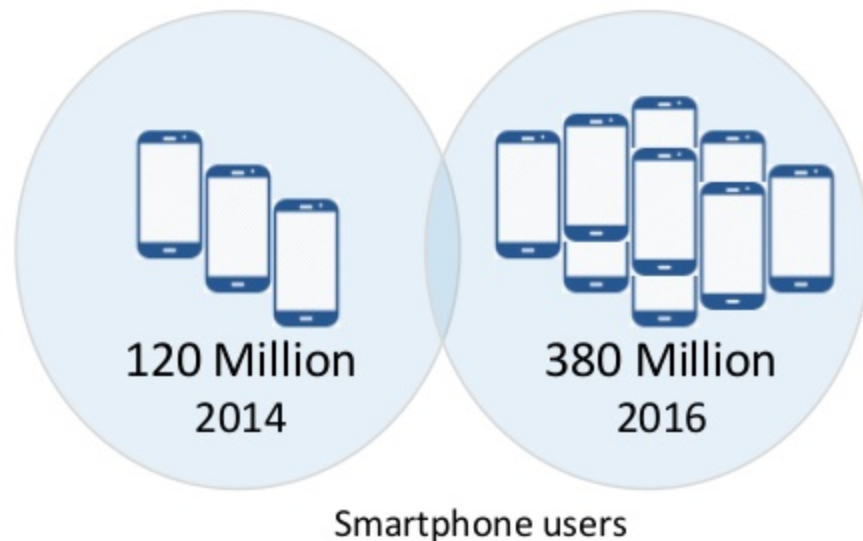


2013 Internet user base split

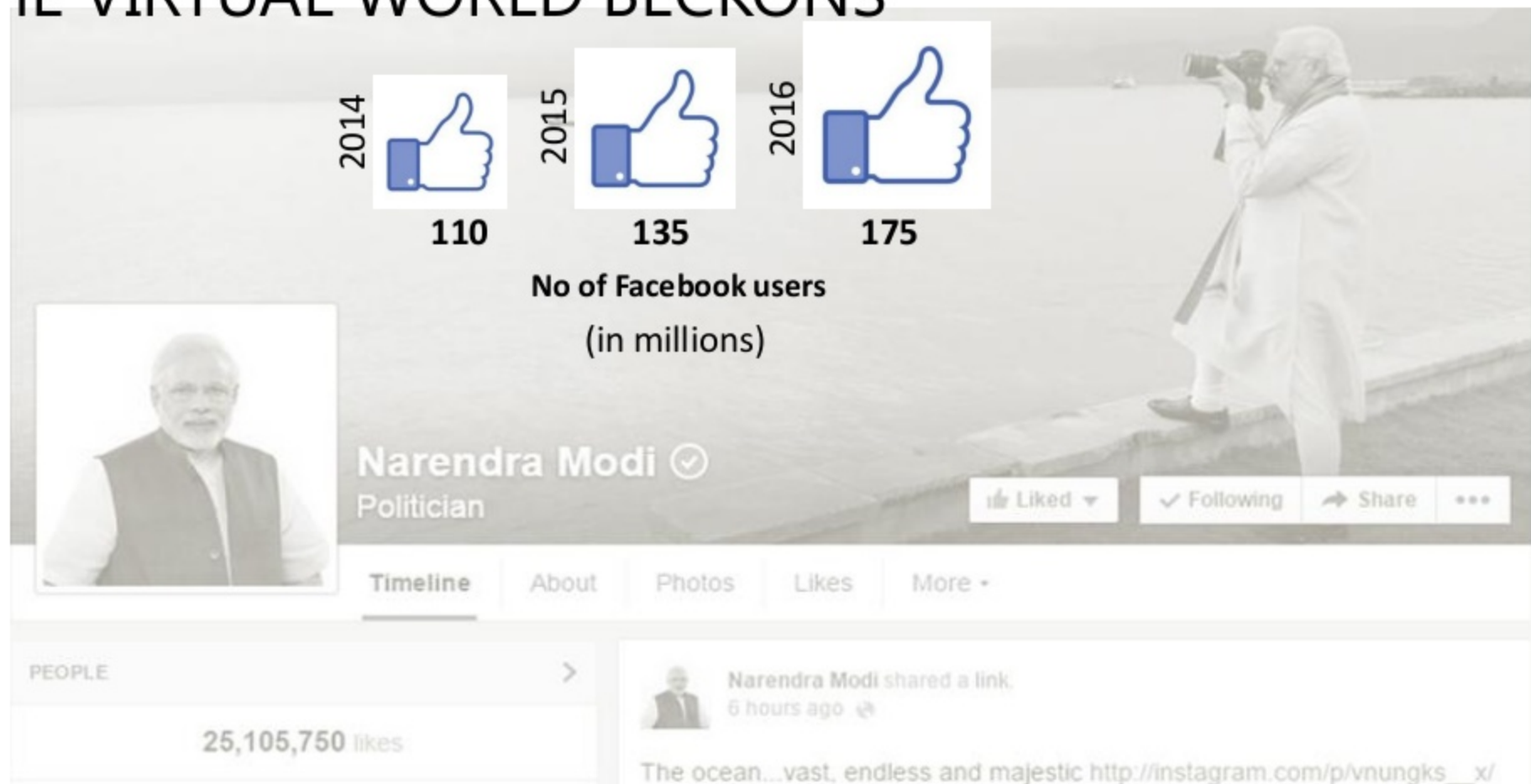




# ONE THING WHICH WILL CHANGE THE FUTURE



# THE VIRTUAL WORLD BECKONS



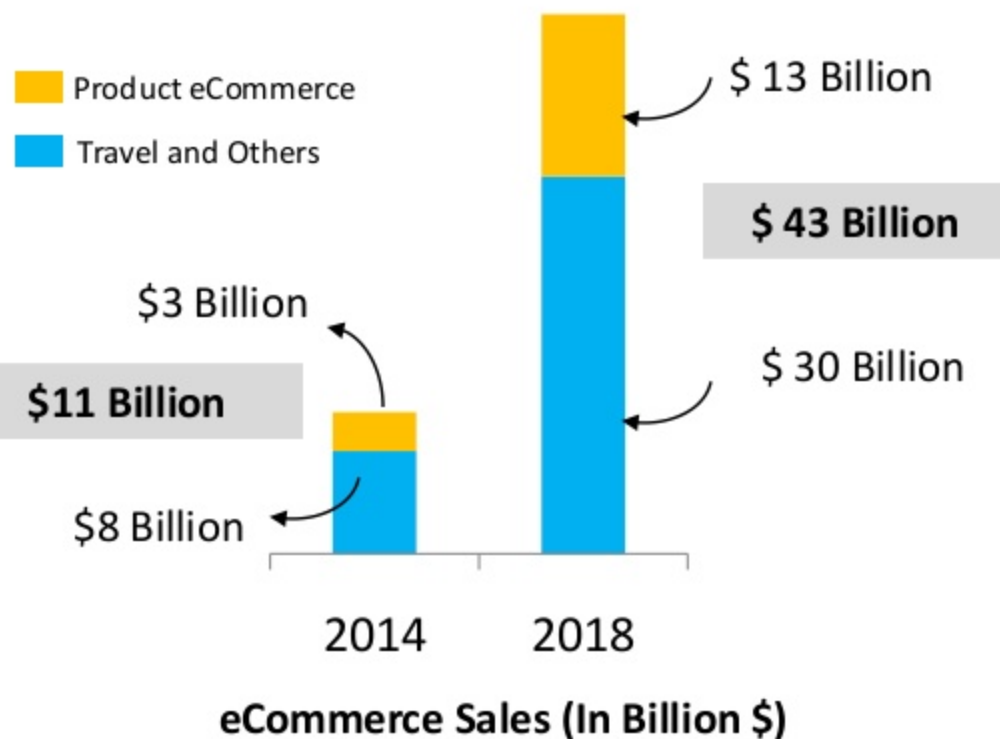
# DIGITAL AD SPEND IN INDIA

	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!

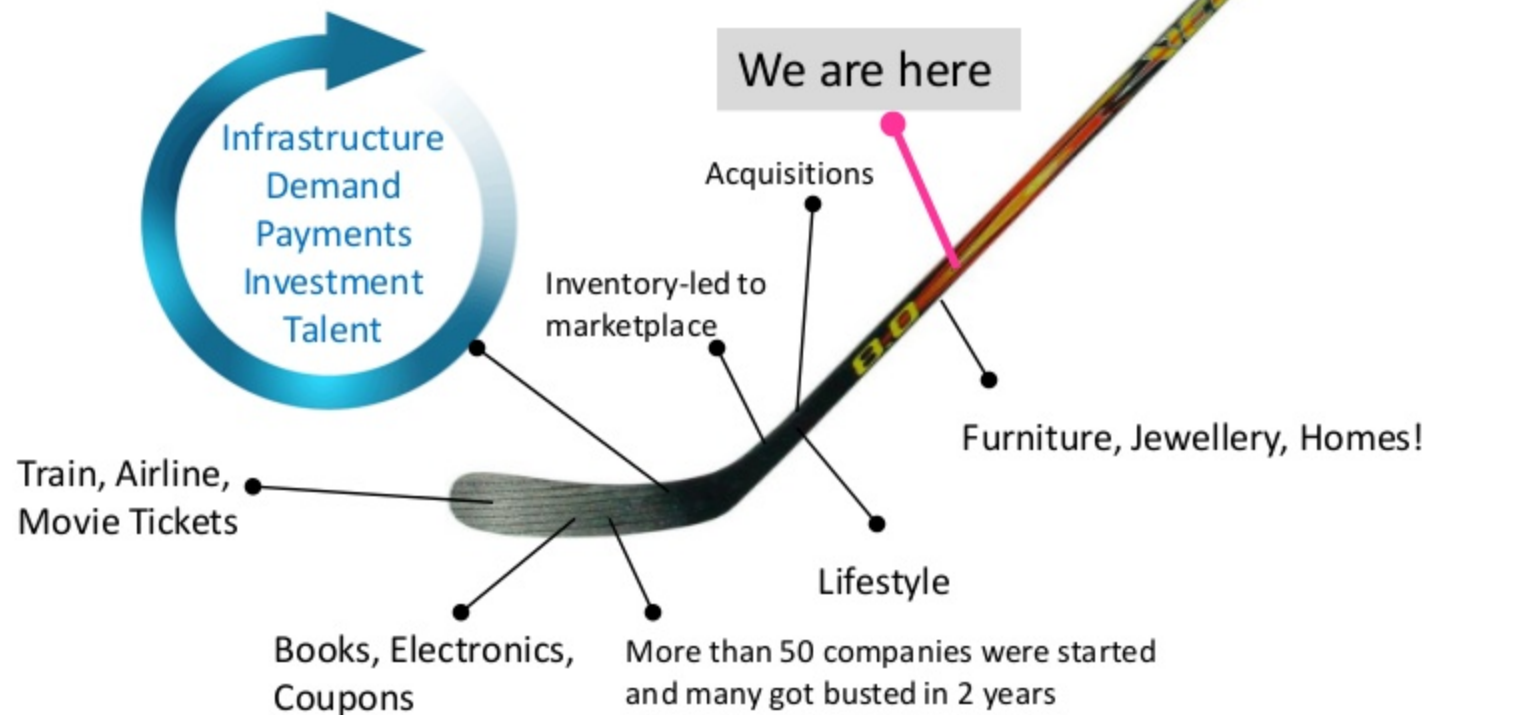


Infrastructure Development  
Smartphone Penetration  
Payments  
Best Prices available online  
Convenience  
Value Prop for customers

## Drivers of growth



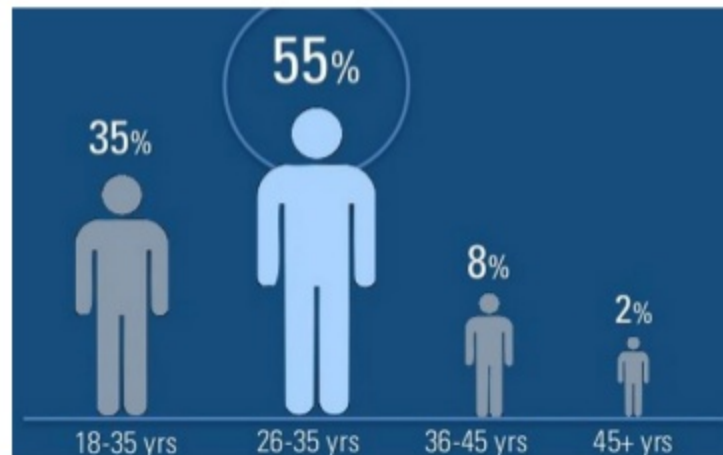
# EVOLUTION



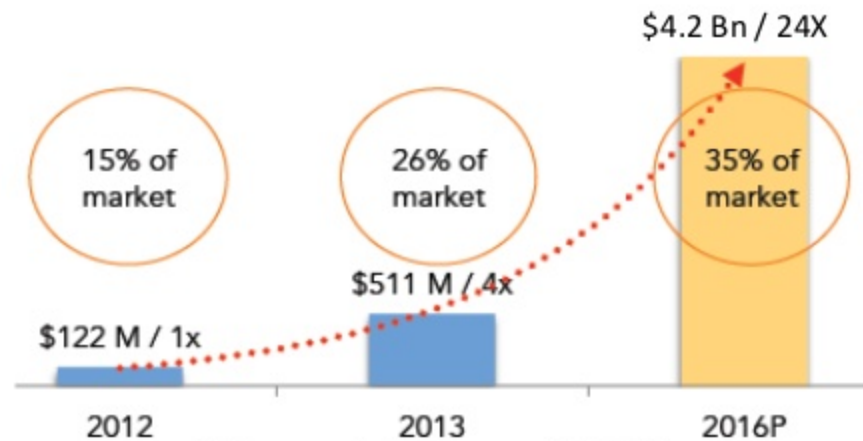
# OPPORTUNITY ASSESMENT



**Mobile Commerce**



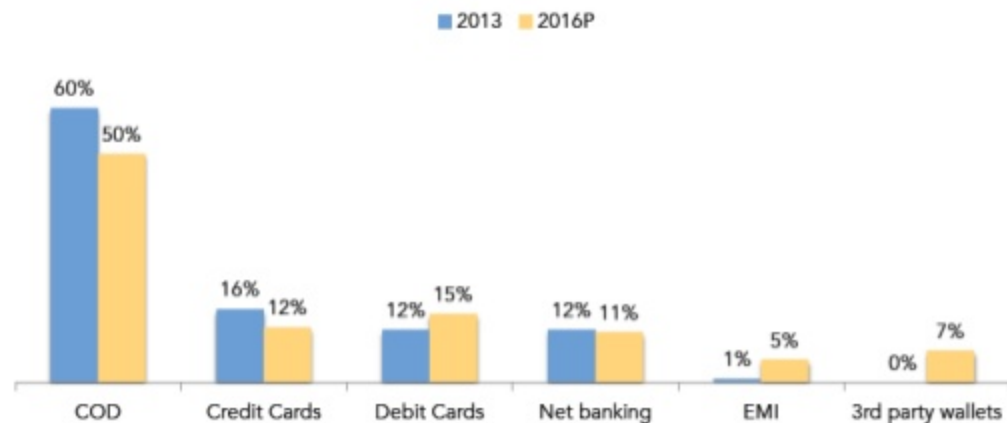
**Online buyers profile**



**Women Influenced GMV**

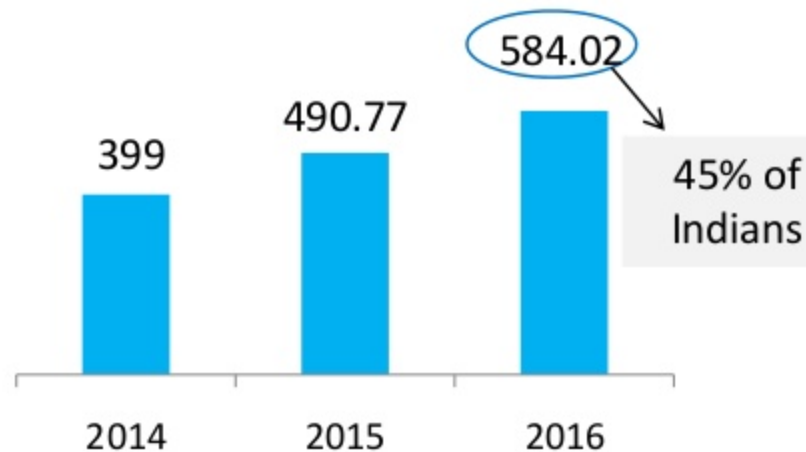
Source: Accel Reports

# PAYMENTS LANDSCAPE



Online Retail payments in India

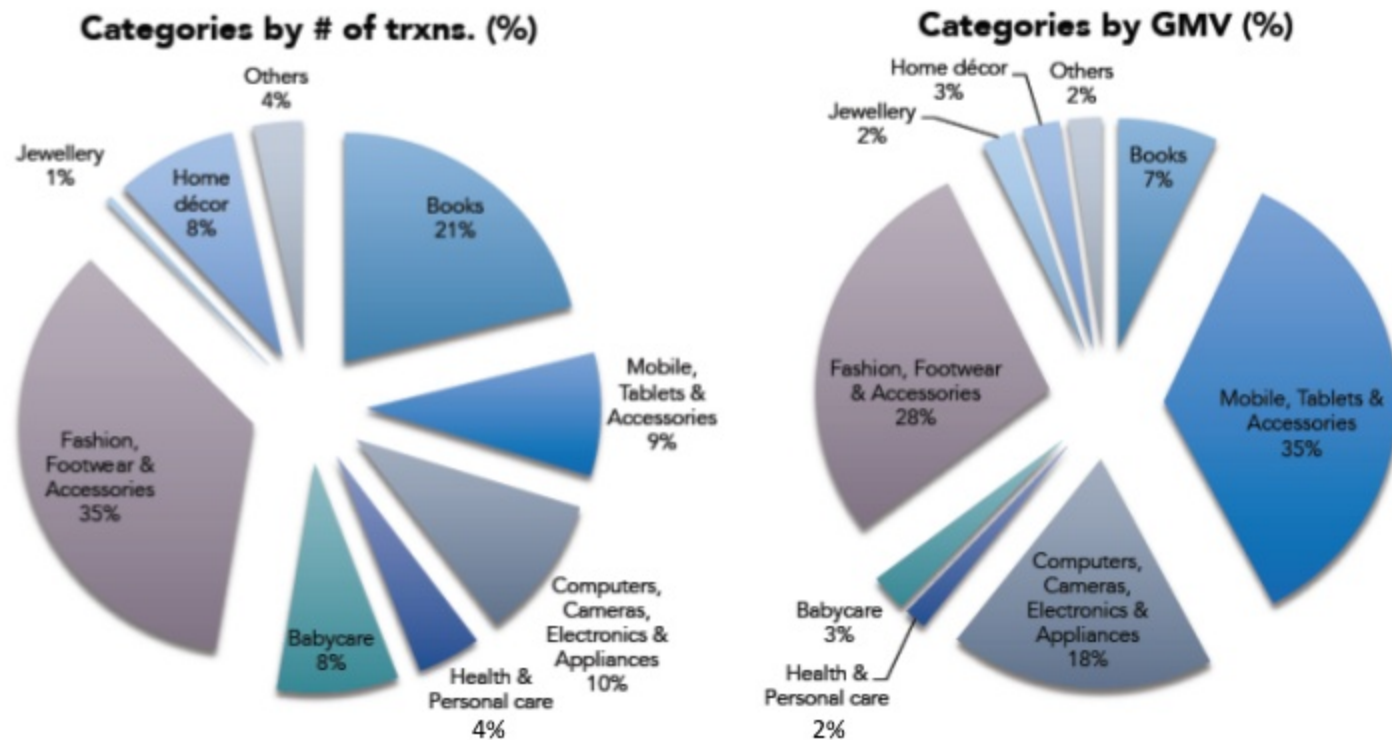
- With the increasing digital payments penetration, the share of COD shipments is reducing
- With increasing order values, we are seeing an uptick of EMI payments
- 3rd party wallets albeit a new phenomenon, have a strong value proposition and will be quick to become popular – similar to China
- By 2016,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



Number of Debit Card users in India  
(In millions)

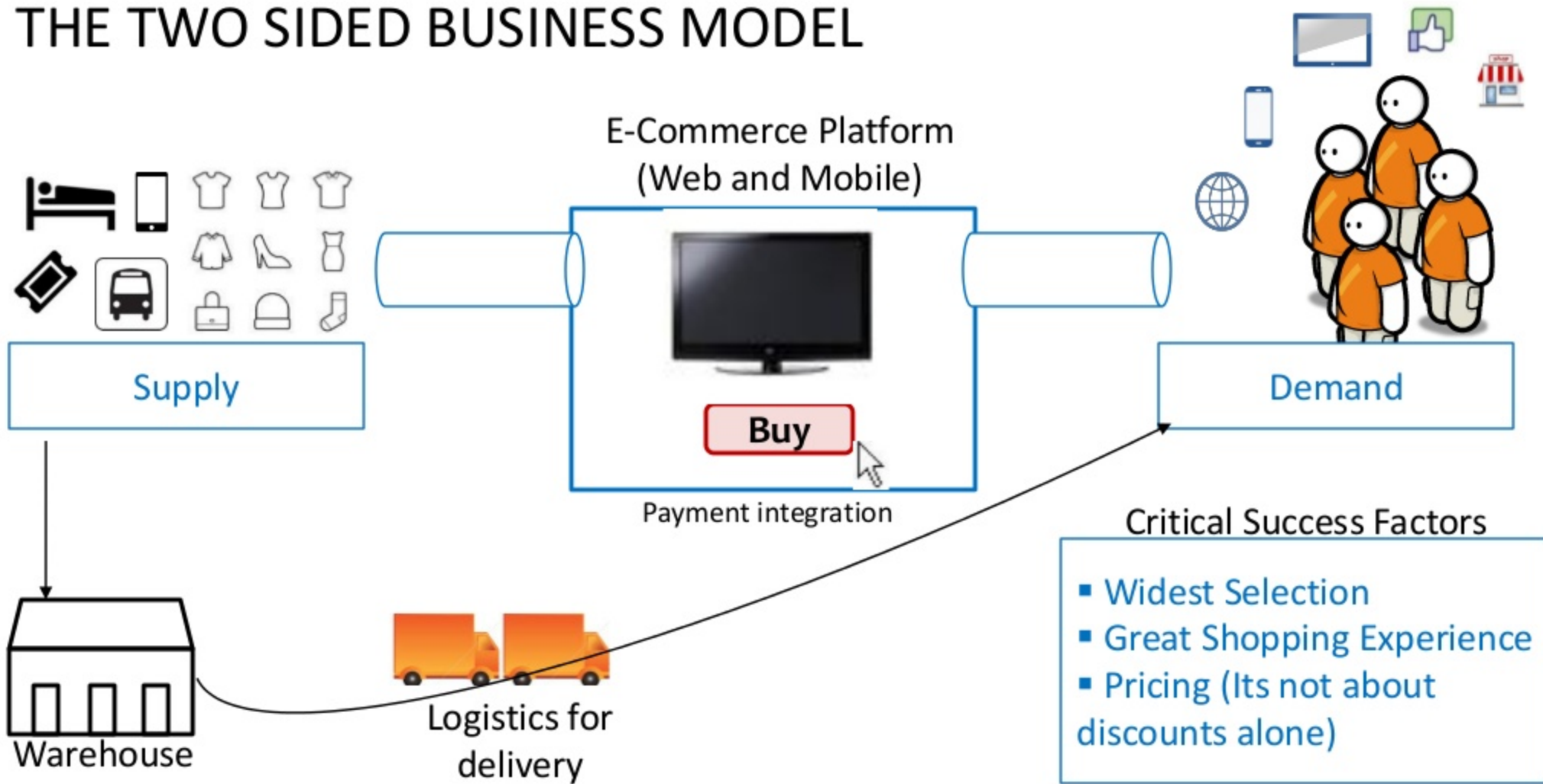
Source: RBI Website and Accel Reports

# ONLINE RETAIL- CATEGORY WISE BREAKUP





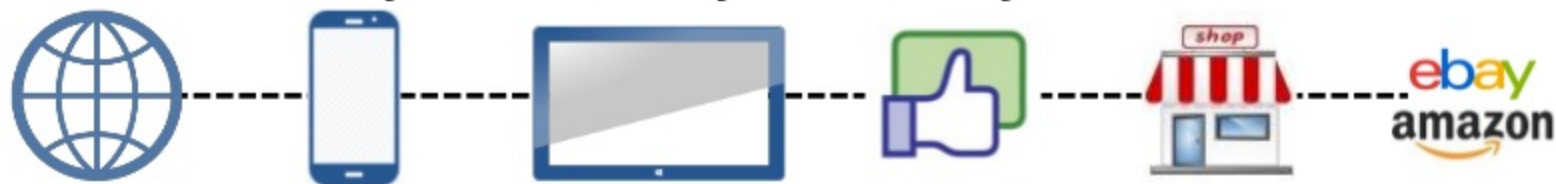
# THE TWO SIDED BUSINESS MODEL



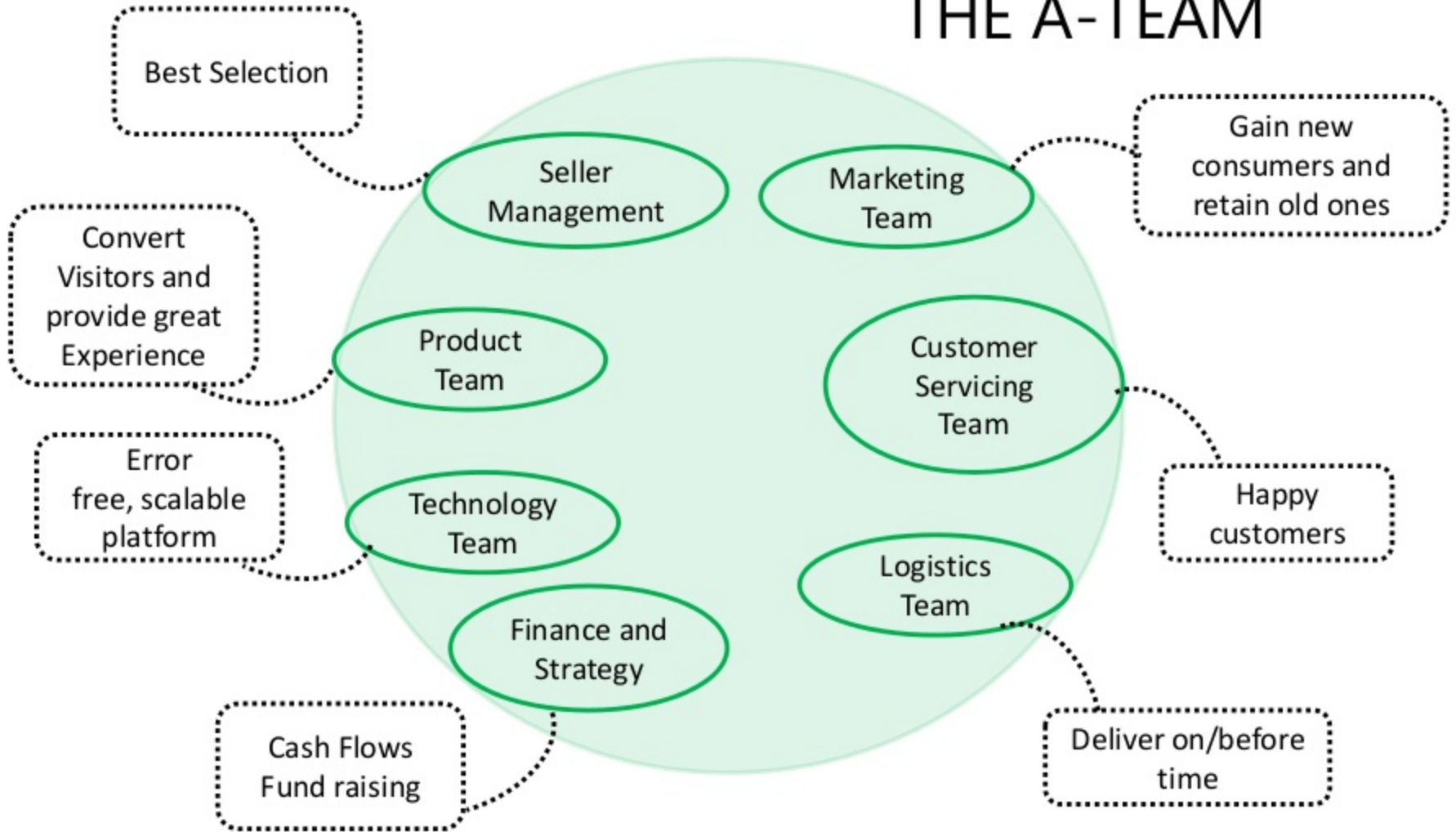
# CONSUMERS EXPECT ALL TO ALL EXPERIENCE



Anywhere, Anytime, Any Channel



# THE A-TEAM



# EVERYONE WANTS A SHARE OF PIE

## RelianceFreshDirect.com to deliver fresh groceries in Mumbai

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