

RI MAGES

Retail

JULY 2014 VOL.13 NO.7 ₹100

E-COMMERCE BOOM IN INDIA

Online Retail Triggers
Transformation in Retail Industry

powered by
DYNA
CORP



IRF 2014
INDIA RETAIL FORUM
17-18 September, 2014
Renaissance Hotel, Mumbai

- THE STATE OF INDIAN E-COMMERCE - TRENDS AND OPPORTUNITIES
- IS ONLINE RETAIL A THREAT OR AN OPPORTUNITY?
- E-COMMERCE IS BIG, ITS OPERATIONAL FINANCE ISSUES ARE BIGGER
- WHEN IT COMES TO E-COMMERCE, SOFTWARE TESTING IS A MATTER OF SURVIVAL!

► **MARTJACK**

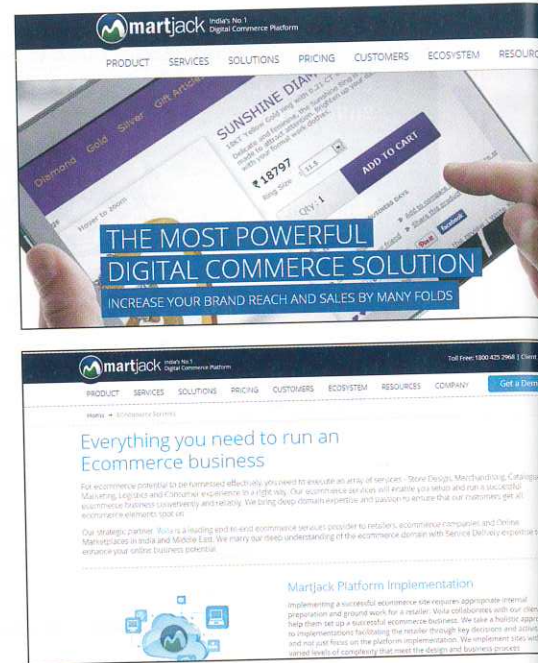
MartJack is India's and Middle East's #1 Enterprise eCommerce Platform. It offers comprehensive features and flexibility to build and manage eCommerce business based on unique needs of retailers / brands.

With MartJack, retailers are empowered to execute Multi Channel merchandising and marketing; manage eCommerce operations locally and globally; and develop unique capabilities that differentiate their brand and shopping experiences across web, mobile, social, and in-store.

MartJack platform offers enterprise class security, scalability and reliability features. It is built on the Windows Azure Cloud and is offered on SaaS (Software As A Service) model.

MartJack fuels eCommerce ambitions of 2000+ Enterprise and Large brands across India, Middle East, USA and South East Asia. Future Group, Godrej Nature Basket, Clarks, Wildcraft, Lulu, Aramex, Turtle, Indigo Nation, Jumbo Electronics, HCL, Sharaf DG, PN Gadgil Jewellers and many more businesses believe in our eCommerce technology and expertise.

MartJack has built an ecosystem of global partners - Microsoft, Tally, Firstdata, Network International - to address the Multichannel commerce needs of enterprise retailers.



► **KARTROCKET**

KartRocket claims to be only platform that is pre-integrated with leading marketplaces such as Amazon, eBay, Tradus and Flipkart. Currently, the startup services over 150 clients with 700 retailers trying out the platform. KartRocket comes with integration with all leading payment providers and businesses can accept

payment options such as Cash on Delivery, including all plastic card based payments, PayPal and GharPay. Kartrocket gives access to over 50 web and mobile ready shop designs which are custom tailored and each of its templates is fully customisable. Recently, the company launched an order-processing and shipping service -ShipRocket. The one click service allows e-commerce ventures to have efficient delivery management service.

Kartrocket has launched an order processing and shipping service- ShipRocket. **The one click service allows e-commerce ventures to have efficient delivery management service.**

ShipRocket enables etailers to dispatch a shipment, pick a courier company, assign an airway bill number, and print a shipping label, among other facilities. The service has extended coverage with shipping enablement to over 12,000 pin codes including 6,000 COD pin codes. Importantly, ShipRocket's subscription-based service starts from ₹1,500 to ₹7,000. Launched in January this year, KartRocket raised under half million dollars from Sideas, 500 Startups and angel Jatin Aneja.

COMPARISON OF CHARGES OF INDIAN PAYMENT GATEWAYS

S. No	Basis of Comparison	Zepo	Buildabazaar	Martjack	Kart Rocket	
1	Name of the Plan	Starter	Silver	Basic	Starter	
2	Price/month	INR 1999/month	INR 1000/month	INR 2650/month	INR 1500/month	
3	No. of Products Displayed(SKUs)	2,000	300	500	1000	
4	Indian Payment Gateways Available	DirecPay (for free), PayU (for free), Pay U Money, EBS, CCAvenue	BillDesk (for free), TechProcess, HDFC, Axis, CCAvenue	All leading Indianpayment gateways(not free)	PayU (for free)	
5	Setup Fees	Free	Free	Free	Free	
6	Platform Transaction Fees	0%	2.00%	0%	0%	
7	Storage	Unlimited	Unlimited	2GB	Unlimited	
8	Bandwidth	Unlimited	Unlimited	2 GB/ monthly	Unlimited	
9	Order Notifications	Email & SMS (to customer & store owner)	Email and SMS	Email and SMS	Email and SMS	
10	Indian Shipping Companies/Logistics Support	FedEx, BlueDart, First Flight(at subsidized rates)	Aramex, UPS, Blue Dart, AFL	Aramex, UPS, Blue Dart, AFL	None	
11	Customer Support	24/7 Email Support Phone Support (Monday-Saturday) & Real-Time Chat Support	Email and PhoneSupport(only during working hours)	Email and PhoneSupport(only during working hours)		
12	Themes	Number of free themes	100 Free Themes	20 Free Themes	24 Free Themes	80 Free Themes
	Customization		Basic HTML & CSScustomization	No HTML & CSScustomization	Allows HTML & CSScustomization for storefront	No Support
13	International Shipping	No	No	Yes	No	
14	COD Option	Yes	No	Yes	No	
15	Mobile Responsive Site	Yes	No	Optional	Yes	
16	Support for Multi-Currency Online Stores	Yes	No	No		
17	Discount Coupon Functionality	Yes	Yes	Yes		
18	App Market Place	No	No	No		
19	Important Basic Features	All Included(No Extra Charges)	All Excluded(High Charges for Simple Features)	All Included(No Extra Charges)		
20	Marketing Support	5500 worth free credits	No	No		



MOBILE COMMERCE PLATFORMS

In a country where there are over 930 MN mobile subscribers against 160 MN Internet users (Including 86 MN mobile Internet users) it is quite possible for m-commerce to become even bigger than e-commerce

► PAYTM

Paytm is India's largest mobile commerce platform. Paytm started by offering mobile recharge and utility bill payments and today it offers a full marketplace to consumers on its mobile apps. They have over 12mn registered users. In a short span of time Paytm has scaled to more than 7 million orders per month.

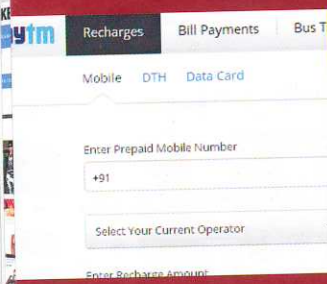
Paytm is the consumer brand of India's leading mobile internet company, One97 Communications. One97 investors include SAIF Partners, Intel Capital and SAP Ventures.

"We have gained operational efficiencies by working with all regional and national logistic partners and we have created an in-house algorithm to map them with our merchants in an intelligent way helping us not only reduce the delivery time but also reduce the cost drastically," says Pratyush Prasanna, VP -Business, Paytm. With 12 Million Users and 6 Million App Downloads, the race has begun

► MART MOBI

Hyderabad-based MartMobi Technologies Inc, was founded in December 2012 by Ganni and Pramod Nair (CTO), who had earlier co-founded LearnSocial, a P2P learning platform that brings together people who want to teach something they are passionate about, and learners who are interested in picking up a new skill. Ganni also founded Sematrica Inc, Adaptive 3D Technologies, BB Inc and WebPDM Inc.

The venture provides an m-commerce platform for e-commerce sites, brands as well as retailers, has made it into the latest batch of US-based TechStars startup accelerator. The MartMobi platform enables e-commerce businesses, brands and retailers to have an instant mobile presence without writing a single line of code. A self-service platform, MartMobi can be used to create custom applications for retailers across all major mobile platforms, thus ensuring a new source of revenue for online ventures.



► JIFFSTORE

Jiffstore Software Labs provides mobile apps and is among the first m-commerce platforms that enable buyers to order household provisions from neighborhood mom-n-pop or kirana stores with home delivery.

Using an iOS or Android app, consumers can browse store items, make orders and optionally have them delivered. The shop owner uses an Android app to interact with customers, manage inventory and other functions. The user interface is simple and easy-to-use, making consumer and merchant adoption very quick. Jiffstore is experimenting with multiple business models including pay-as-you-go fees linked to the amount of revenue driven by their platform.

Jiffstore is already active in dozens of stores in Bengaluru, serving thousands of consumers since starting their pilot operations in October of 2013. They are seeing 30 per cent month-over-month order growth rate.

► ATOM

A Financial Technologies Group Enterprise, Atom Technologies is an innovative Payment Service Provider founded in 2006, offering 360 degree payment facilities over Internet, IVR, Mobile Applications and POS using Credit/debit card, net banking; cash/prepaid cards and IMPS. With over 100 payment options, 15 million + transactions, 4500 + strong merchant tie ups across various sectors spanning across Government, Utility, BFSI, DTH, Education, Entertainment, Retail, Travel and Tourism, Telecom and Subscription space.

Atom provides a complete suite of payment solution through its m-commerce platform and i-commerce platform. Atom provides a simple menu driven solution where a customer gets an experience similar to an e-commerce site on his mobile/land line phone. Atom m-commerce platform helps businesses grow as they get direct opportunity to interact with their customers.



STYLISH | TRENDY | RELIABLE

WOMENS

- BLAZERS
- KURTIS
- TOPS
- NIGHT SUITS
- ETC...

MENS

- T SHIRTS
- SPORTSWEAR T SHIRTS & TRACK PANTS
- CARGOS
- LOWERS
- FLAT KNIT T SHIRTS
- ROUND NECK T SHIRTS
- MENS JACKETS & BLAZERS
- MENS SWEATERS
- ETC...

FOLLOWING BRANDS

OCTAVE, FIRE&ICE, OKANE, LBR, FLYING SPACE, LONG BRIDGE, SUGAR FREE, VENETIAN, LURE, UOMOS, M&W, TRUE TITTOS, NEVA, NITRITE, ONER, SMAG, ETC....

FOR TRADE ENQUIRIES AND BRAND LISTING PLEASE CONTACT:
ashish@dealshott.com ; ashishtex@hotmail.com call : +161 5071510

EastWest
INTERNATIONAL

14 A ,Rishi Nagar, Humbrbrah Road, Ludhiana

OTHER E-COMMERCE PLATFORMS

► MIRCHIMART.COM

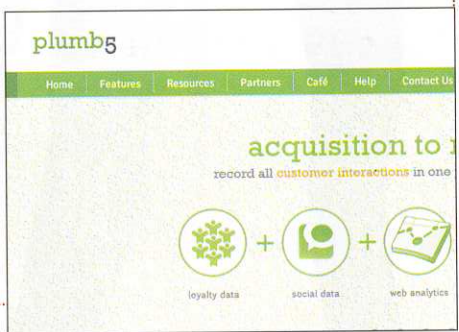


Punit Sindhwani, co-founder of e-commerce site, Mirchimart.com, shifted his focus on solving pain points for merchants who sell through multiple marketplaces, giving birth to Paxcom. Part of Paxcel Technologies, a Haryana-based software development firm also founded by Sindhwani, Paxcom is a 'business manager' for merchants to fulfill orders from multiple channels from one platform, making it easy to procure products from vendors with supplier ratings and history, as well as keeping track of inventory level.

► PLUMB5

Plumb5 is a product of Decisive Analytical Systems. Decisive is a Bengaluru based company that develops and builds innovative products for marketers and organisations to improve their customer experience in real time. The company has come out with a real time analytics product with real time engagement and personalisation. It has a capability to not just understand who is on the website but also the ability to engage, understand insights, behavioral traits and to

do personalisation. It typically helps in broadening the conversion funnels. Its real time marketing works with various features such as rule based engagement through forms, banners, etc.



► WWW.FACEBOOK.COM/PAYMENT

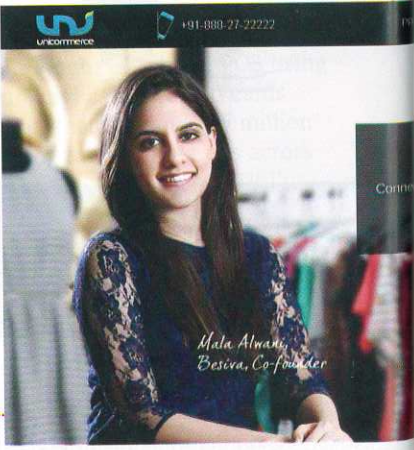


Taking the concept of online shopping to the next level, Payment, a popular social e-commerce platform, has created the first virtual Facebook shopping mall with more than one million searchable products, including a directory of e-commerce stores, from celebrity brands to local merchants. The platform is linked with all the stores that use Payment's retail app for Facebook, the mall offers more than one million searchable products from 50,000 retailers in a centralised place.

► UNI COMMERCE

Unicommerce provides Online Multi Channel Order Fulfillment Platform which enables E-commerce merchants of all sizes to sell more.

Selling at Multiple Marketplaces and Carts is very easy with Unicommerce at the back-end. It is comprehensive enough for big e-commerce players to rely on and easy enough for smaller online merchants to use every aspect of end to end order fulfillment including procurement, vendors, inventory, warehouses, drop shipments, returns can be managed and automated. E-commerce marketplaces like Jabong, Snapdeal, Lazada as well as hundreds of online sellers are using this service. Unicommerce also enables small and medium sized online sellers to tap power of technology without any technology knowledge. It has 4000+ paid user base and comes pre-integrated with all the leading marketplaces, carts, couriers/shipping companies, accounting software. That's the reason why, in a short span of 2 years, they could help their customers do ₹1000+ Cr business. It has also received funding from Nexus Ventures Partners within 1 year of starting up.

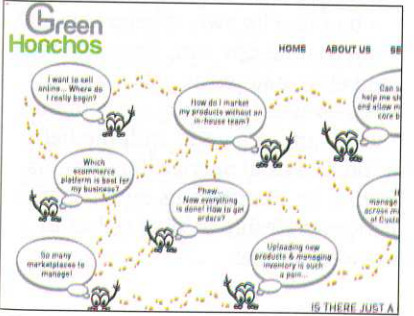


► VIN ERETAIL

Vin eRetail for e-commerce retailers and marketplaces is offered on a SaaS basis. It allows order management and fulfillment through the online/mobile websites of the e-commerce retailers and through leading marketplaces and fulfillment through their own logistics arms or through leading 3PLs locally. The product suite covers Inventory Management, Replenishment, Warehousing, Returns, Order Management, Price Crawlers, Supplier Portal and BI/Dashboard Analytics. Vin eRetail Suite has ready integrations with - Leading Marketplaces (eBay, Amazon, ShopClues etc), 3PLs (Aramex, BlueDart, Fedex, GoJavas etc). Additionally, Vin eRetail Analytics offers KPIs and Dashboards which are operationally intuitive and provide key insights to executive decision making.

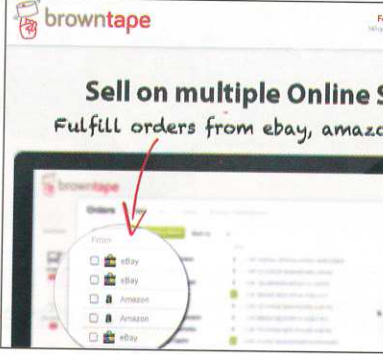
► GREEN HONCHOS

GreenHonchos offers a full range of e-commerce business consulting, implementation and ongoing execution services to brands and retailers anywhere in their online roadmap. They develop e-commerce strategies, operations, technologies and custom solutions for their clients.



► BROWNTAPE

Based in Goa, Browntape is a SaaS-based online software developer firm providing multi-channel inventory management solutions to the e-commerce retailers. The software solutions provided by the firm allows online merchants selling on different marketplaces such as eBay, Amazon, Flipkart, Snapdeal, etc) manage their orders and inventory in one place without the need to log in to each site separately. Since its launch, more than 275,000 orders have been processed and has got 500+ sellers signed up for the service. A seller can bulk print shipping labels, invoices and manifests and track the status of all his orders in one console. When an item sells on one site, the stock quantity gets updated on all his online stores automatically via Browntape.



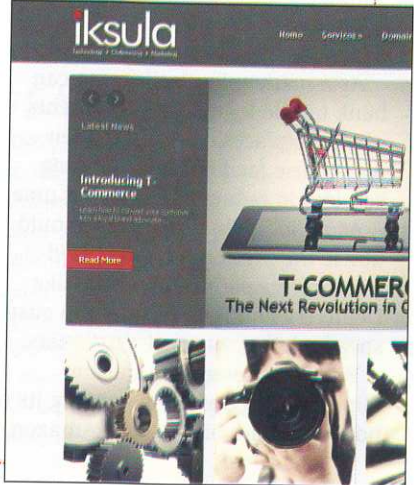
► IKSULA

They help retailers create an online presence, complete with functionality that can help increase sales viz. cross-sell, up-sell, offer product recommendations, etc. They have setup stores using Magento, Drupal + Uber Cart, OsCommerce, ASP Dot Net StoreFront as well as custom development from scratch. Iksula has designed and developed a scalable and robust technology platform to power B2C websites of Future Group and also Big Bazaar Direct platform. Along with the Future Group's B2C websites.

► UNBXD



Bangalore based product recommendation platform UNBXD which was launched in 2011, provides search, navigation, merchandizing and analytics solutions for e-commerce companies. UNBXD SmartEngage Platform helps e-commerce sites in increasing sales by recommending the right products to the visitors. It tracks online shoppers in real-time and powers e-commerce sites to deliver unique personalized shopping experiences to their visitors. Since its launch it has added leading e-commerce companies from India and Singapore. As per the company, some of the clients have seen an increase in conversions of up to 50 per cent after they integrated the Unbx SmartEngage Platform.



LOGISTICS

Today one of the challenges to expanding in an e-commerce market which is growing at a compound rate of 34 per cent a year, and which saw online retail sales of \$1.6 billion last year is delayed deliveries and logistical infrastructure. Close to 90 per cent of goods ordered online in India are transferred by air which are subject to removal, to make room for passengers on the airlines.

Most e-tailers use sometime unreliable third-party delivery firms, more than half of sales are paid for

the world's biggest online retailer, is pumping up the capacities at Amazon Logistics. That's in addition to existing partnerships with third-party logistics firms including GATI, Blue Dart and FedEx Corp.

Sahil Barua, started Delhivery, a Delhi-based logistics firm in 2011 offer his online partners the freedom to channel their orders from any number of sub-sellers they have on-board. Delhivery will integrate and take care of all the deliveries from all such merchants. He claims that after picking

take its total inventory to 8 lakh seats from the current 5.5 lakh seats daily, and will add over 9,000 bus services to the platform. Currently, Abhibus provides bus ticket inventory for over 1,500 operators and 15,000 routes

Founded in 2007 by Chirra, a BE in electronics and communications, Abhibus provides end-to-end software services and solutions to public transport departments as well as private bus operators across India. Its solutions include online passenger reservation system, e-ticketing



Amazon, the world's biggest online retailer, is pumping up the capacities at Amazon Logistics. **That's in addition to existing partnerships with third-party logistics firms including GATI, Blue Dart and FedEx Corp.**

with cash-on-delivery, return rates are high and orders made to fake addresses are all too common.

As a marketplace seller, one can bank on the logistic improvements of marketplaces by utilising their warehouse facilities and shipping services to reduce the shipping time.

As an individual seller, one could utilise the services of specialised e-commerce service providers like Delhivery and Ecom Express to ensure speedy delivery to their customers.

With this perennial problem, Flipkart, is aggressively growing its in house logistics arm E-Kart. Amazon,

up the goods, Delhivery can deliver them in a short span of 12 hours. Backed by Times Internet, Delhivery had raised \$5 million from Nexus Venture Partners in 2013. It claims to be present in more than 100 cities and covers around 2,200 pincodes.

Online bus ticket booking platform abhibus.com, run by Hyderabad-based AbhiBus Services India, has partnered with the Andhra Pradesh State Road Transport Corporation (APSRTC) to sell tickets for its network across all the regions where it operates the service. According to the company, the partnership with the APSRTC will

system, fleet management solutions, vehicle tracking systems, passenger information systems, and logistics management. Amazon is pumping up Amazon Logistics, in addition to partnerships with logistics players like GATI, Blue Dart and FedEx Corp. Also, it is building its own warehouses and doing trial tie-ups with kirana stores and petrol stations as pick up points for customers. Far flung areas in the country are catered to with the help of Indian Postal Service. Snapdeal is gearing up to extend its own logistics platform Safeship to rival sellers in a few weeks' time.

► BLUE DART

Blue Dart has a vast serviceable area and it provides the best, reliable and quickest deliveries across the India. Though it is slightly expensive, it offers the best service till date.

They charge approximately ₹55-75 per 500 grams and depends on the service area. For COD service they charge ₹80 or 3 per cent of the invoice value, whichever is higher.

► DTDC

DTDC is a franchise model, which necessarily means that although all shipments go through the DTDC network, there is no standard rating that would apply to all DTDC channel partners. DTDC has launched DotZot, India's first pan-India delivery network exclusively for Indian e-commerce companies. Dotzot has three different services for e-commerce companies—Express, Economy and Premium services. DotZot Express service will probably be the most-opted service managing to deliver within 2-3 working days.

► ARAMEX

Aramex provides one of the best logistics solutions for e-commerce ventures. Aramex is a global logistics and transportation services company based in Amman, Jordan. Aramex India is the Indian wing of Aramex headquartered in Mumbai. It provides the best logistics solutions for the e-commerce ventures.

► INDIA POST

India Post does offer one of the most competitive logistics solutions and they top it up with one of the most expansive serviceable areas. India Post offers Express Parcel Post—EPP service which works out best for small businesses and entrepreneurs sending consignments all across India that weigh less than 35 kg with a free pickup facility under this scheme. Though their rates are on par with other private players, their good service and domestic reach make it worth it.

► FEDEX FOR DOMESTIC DELIVERIES

FedEx is an American based global courier delivery service company. FedEx India is the part of Indian service of the FedEx. These services are backed by the FedEx does not have the same extensive coverage pan India like its competitors, though it can boast of good service in the areas it does service. Also, the same FedEx account can be used for domestic as well as international deliveries. Although their prices maybe a little steep, you can get them to drop prices upto 60-70 per cent.

► BOOKMYPACKET

A new logistics venture called BookMyPacket.com is a service being run by eGroup Solutions. A user has to log onto the website, give details of package pickup location, delivery location, package weight and volume etc. Based on the information entered, the website suggests shipping vendors like Blue Dart, Aramex, FedEx and other. They are already associated with e-commerce majors like Dhamaal.com, Jaipan Industries, 99Labels, Infibeam and others.

The website also claims that it can deliver your packages to international addresses in between 3-5 working days.



► FIRST FLIGHT

First Flight has the long standing establishment as a courier service. The prices are reasonable for the general shipments but when it comes to the e-commerce sector the prices they charge are higher when compared to the other logistics partners. It offers the COD as a value added service and the customers can request for an online pickup.

► SAFEXPRESS

Safexpress has revolutionised the supply chain and logistics industry in India by providing value-added supply chain and logistics services. The unique features of Safexpress e-commerce logistics service are- fast and efficient logistics for e-tailers, end to end management of delivery operations and IT enabled track and trace facility.

LATEST DEVELOPMENTS IN THE ONLINE RETAIL WORLD

Sharing some of the key developments in the Online space, Anand Ramanathan, Associate Director, KPMG says

- E-commerce in India has grown from USD 4 Bn. in 2009 to USD 13 Bn. in 2013, continuing in the same trend to nearly USD 17 Bn. in 2014.
- While travel holds an estimated 70 per cent per cent of the market share, online retailing, or "eTailing", has been touted to be the key driver in furthering e-commerce growth.
- eTailing in India currently stands at approx USD 3 Bn. and is expected to grow at over 50 per cent to reach USD 36.5 Bn. by 2020.
- eTailing is estimated to account for 2.2 per cent of overall retail in India, a figure that is forecasted to increase to 3.5 per cent by 2020.
- Despite the Indian eTailing market posing challenges for the players in the space, social, technological and infrastructural developments present positive trends that would bolster the industry in the future:
 - Increasing internet and broadband penetration and scaling of internet penetration through the wireless/mobile means, especially with the emergence of economical smartphones.
 - Lowering of data tariffs by telcos and innovative schemes to induce trials, such as ₹1 downloads.
- The space is also continuously witnessing evolution of consumers and businesses models:
 - Steady increase in trust in e-commerce as a way of shopping.
 - Evolution of business models such as the movement from inventory to marketplace or hybrid models allowing companies to offer greater variety while being able to manage inventory costs and complexities.
 - Coming together of online and offline modes, in the form of brick-and-mortar to form omni-channel presences.
 - Rise of apparel as a category driven by the need for variety, high margins and, in a way, the unique experience that online retailing sites offer.
 - Emergence of e-commerce specific logistics service providers (such as Delivery, ECom Express) and traditional players beginning to take note of the industry and engineering customised solutions.
 - eTailing players extending presence across the fulfillment value chain, with companies like Flipkart opening their own payment gateway and logistics service, owing to the control on consumer experience that such a move would provide.

Emergence of e-commerce specific logistics service providers and **traditional players beginning to take note of the industry and engineering customised solutions.**

THESE ONLINE SHOPPING RETAILERS ARE ALSO SUPPORTED BY OFFLINE VENDORS AND ONE SUCH MARKET LEADER IS



► DYNACORP

Dynaflex Pvt.Ltd. Established in 1985 is one of the handful manufacturers of security and tamper evident envelopes and bags. It is one of the few companies approved worldwide by ICAO (International Civil Aviation Organisation) for making of aviation security bags and among the first in India. The company serves clients like Blue Dart, DHL, Reliance Industries, Amway, etc. Online shopping envelopes are used by e-commerce companies for the secure movement of their goods and items purchased online by their customers. These envelopes are manufactured with flap which has a hot melt pressure sensitive adhesive strip for easy and permanent closure.

There are courier bags, steps, packing list envelopes, security envelopes, tamper evident envelopes and bags.



ARE YOU IN?

★★★★★★
**IRF PRIVILEGE
MEMBERSHIP OFFER**
★★★★★★

The India Retail Forum is today trusted as a premier catalyst for profitable growth of retail business through its knowledge platform leadership. It is recognised by the international retail community through its portfolio of **Magazines, Conferences, Exhibitions, Research Volumes, and Web Portals**. The saga that began in 1992 with strong business and research publications to inform, advice, and inspire leaders and decision makers of the retail industry, has today grown into an integrated B2B forum that serves the retail industry across several critical verticals.

The need to connect with businesses, people, knowledge and ideas associated with modern retail is served by Business Exhibitions and Networking Meets. Conducted alongside these Knowledge Forums and Conferences featuring global leaders inspire not just debate and discussion but even influence policy decisions.

Another India Retail Forum initiative, the **Images Awards** recognise outstanding performance in the business of retail And are not just loved for the style with which these successes are celebrated but have today established themselves as the premier benchmark of excellence in retailing in India.

► IRF PRIVILEGE MEMBERS' CLUB

IRF offers a host of services to its privilege members - connecting the entire value chain (product development, buying & sourcing to manufacturing, merchandising, branding, marketing & retailing) - serving the entire retail sector through its various knowledge & innovation platforms round the year.

► HOW TO ENROLL?

For annual fee and benefits refer to the table overleaf.

Please click on IRF membership banner on www.indiaretailforum.in to download membership form

For more details write to: membership@indiaretailforum.in or contact: **Rajiv Kumar**, +91 98113 52005, rajivkumar@imagesgroup.in

IRF SECRETARIAT

IMAGES MULTIMEDIA PVT. LTD.

CIN:- U22122DL2003PTC120097

S-21, Okhla industrial Area, Phase 2, New Delhi 110020.

T: +91 11 40525000 | F: +91 11 40525001 | W: www.indiaretailforum.in

