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By Aditi Shrivastava & Shonali Advani, ET Bureau | 7 Oct, 2014, 06:52AM IST



BANGALORE: Preparing for Big Billion sale on Monday at Flipkart has been nothing short of a war-drill as the online retailer geared up to offer its customers whopping discounts.

Flipkart scurried up a stand-by battalion of 10,000 workforce to prepare for the big bash and employees, ET learned, worked 12-hour shifts over the preceding Dussehra weekend.

While marketing and advertising efforts of marketplaces continue to keep up, players in the periphery including logistics and payment providers geared up for pumped up demand around festive sales offered by Amazon, Flipkart, and Snapdeal.

To accommodate that, we have increased our capacity and manpower well in advance by 50%," said Mohit Tandon, co-founder Delhivery, of e-commerce logistics firm.

PayU has increased its capacity by six times to accommodate surge in volumes and the payment gateway reportedly sees an average of 6 thousand transactions per minute on their servers.

However, Flipkart's primary mode to process transactions online still remains its PayZippy, its own payment gateway.

In an earlier interview with ET, Gaurav Vora, director of packaging company Dynaflex, which provides packing material for e-commerce firms, such as Flipkart, Myntra and Amazon said that it's working to double capacity looking at the ecommerce boom in India.

"These companies are changing Indian customer behaviour and getting them to shop online," said Satyen Kothari, director of payment gateway company CitrusPay.

"This reminds me of a situation 10 years ago when we saw Black Friday sales tipping online in the US."

Undoubtedly, e-commerce sector has become a battleground for players to capture market share. "Who will win the front-end wars in e-tailing is anyone's guess," said Arvind Singhal, chairman of retail advisory firm Technopak.

"However, there is more certainty there will be many winners that support the e-tail businesses' ecosystem, including logistics, packaging, and software products companies."

आइए, सीमा शुल्क, केन्द्रीय उत्पाद शुल्क और सेवा कर ईमानदारी और समय पर भरकर देश को मजबूत बनाएँ। कर भुगतान, देश निर्माण

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