



e-Hub Exploring e-commerce at IHGF

The Marketplace has drastically changed. It's a revolutionary time for online retail buying & bookings, now that there are so many more touch points for people to see, research and click. Consumers have embraced the choice and convenience of shopping online, spending more than they would on actual retail shopping. In fact, a recent survey revealed that 78 per cent of retailers see customers as being more responsive to promotions and offers, and more demanding of personal service (75 per cent) than they were two years ago.

EPCH has pervasively directed its efforts for trade development and sees the online platform as an infinite opportunity. The e-Hub at IHGF Delhi Fair was thus conceptualized and set up at the Central Function Building, India Expo Centre, to provide a platform for interaction between the e-commerce industry and member exporters of the Council. It featured representations from Amazon India, eBay India, Flipkart, Snapdeal and Ishanya Mall in exclusively allotted Information Kiosks.



Representations

amazon.in

Committed to 100% Purchase Protection

Amazon.in is India's largest online store with 10,000+ sellers selling over 1.7 crore products across 30 departments. Amazon India seeks to provide sellers, based anywhere in India with a world-class e-commerce platform that is trusted, fast growing, scalable and extremely robust. Selling on Amazon provides businesses of all sizes a compelling sales channel with a nationwide reach. Amazon Global Selling enables sellers sell internationally and expand their business to millions of customers worldwide. Amazon India provides step-by-step instructions, how-to guidance, and tools to help sellers to get started as an international Amazon seller. Today, Amazon has seven Fulfillment Centers in India that are aimed at meeting

fulfillment needs of retailers and small and medium-sized businesses and to help them achieve nationwide scale with fast and reliable delivery.



Winning the Mass Market with fastest growing merchant base

Flipkart.com is India's leading e-commerce marketplace offering over 15 million products cross 70+ categories including Books, Media, Consumer Electronics and Lifestyle, are exclusive partners for local artisans and manufacturers, having tied up with the likes of FISME and NCDPD and are present across various categories. Flipkart offers multiple payment methods. A 30-day replacement policy, EMI options, free shipping - and attractive prices, are all intended to provide customers memorable online shopping experiences. It is the only online player offering services like In-a-Day Guarantee (50 cities) and Same-Day-Guarantee (13 cities) at scale.

snapdeal.com

25 million customers, now just a click away

With over 25 million members and 50,000+ merchants, Snapdeal.com delivers to 5000+ cities and towns in India. Logistics, product merchandising, customer communication and after sales service are among the important aspects Snapdeal handles by helping businesses to list their product photographs and descriptions with visual merchandising and marketing them to customers through emails and promotional campaigns. Snapdeal.com helps SMBs build a national brand without spending on unaffordable mass media advertising or retail stores. Last year, they launched SafeShip - World's first ever Fulfillment Technology Platform for Sellers where they get access to best in class courier pricing through the Safeship



courier marketplace platform. Recently, they launched "Snapdeal Seller Zone App" - a mobile application which allows potential sellers to register on Snapdeal and

existing sellers to track their inventory and make pricing decisions through their mobile phones. Further, Snapdeal's CapitalAssist helps smaller sellers who are looking to expand their businesses to get access to working capital.



Instrumental in empowering merchants

This is one of India's largest online marketplace where merchants of all sizes list & sell their products to consumers from over 4,500 cities, towns & villages in India and 201 countries across the globe. Over the years, eBay has been instrumental in empowering merchants of all sizes to use the internet to amplify their reach and grow their business. Today, Over 30,000 domestic merchants and 15,000 Retail Exports merchants sell on eBay India and export globally on eBay's platform to a global customer base of over 149 million logging in from 201 countries. Retail Exports is one of the unique offerings that eBay brings to MSMEs in India. On eBay India, 15,000 merchants export a variety of products to an average of 31 international markets. United States, United Kingdom and Australia are India's main trading partners on eBay while Australia & Russia are experiencing the largest export growth from India. At any given time, there are over 900,000 live listings from Indian merchants on eBay worldwide sites across Lifestyle, Collectibles & Media verticals. A large number of Retail Export merchants follow a multichannel strategy with eBay (44%) & their Offline shop (27%) making up the major chunk of their revenues.



Largest and fastest growing merchants base

Launched on 26th January 2012 ShopClues has emerged among the five largest e-Commerce companies in India, based on Gross Merchandise Value (GMV). With over 18 million monthly visitors and more than 610k monthly transactions, the company has seen over 600% year-on-year growth, making it the fastest growing e-Commerce company in India. They have

one of the largest and fastest growing merchants base with close to 75,000 sellers and over 10.5 million Stock Keeping Units (2nd largest catalog excluding books). ShopClues approach reflects Indian products, shopping and cultural tastes. While they cover a broad range of products, prices, categories, brands and sellers, they specialize in non-standard categories, unbranded products or less-known brands, smaller merchants, and tier 2/tier 3 cities. In addition to strong traction and very well developed marketplace ecosystem, they also have an unmatched cost advantage and rapidly improving fundamentals - the company is close to gross margin break-even and would be operating margin positive by March 2015.



eTailing India - Voice of Indian e-Commerce

eTailing India conducts conferences, workshops and seminars as well as research and publishes thought leadership articles and reports..They also publish guides that help the e-Commerce eco-system; one such is the vendor guide to e-Commerce which lists and profiles 700+ service providers (first of its kind in e-Commerce or Retail). It has launched courses that seek to drive skills development and employment for e-Commerce and related Industries such as Retail, Logistics, Warehousing, Technology, etc., and is also working on a platform where this training will be provided to a much large base through digital mediums.



India's First Concept Mall

Ishanya - India's 1st & largest revolutionary concept mall for Home Interiors & Design, is a fusion of design, art, fashion, food, leisure and business. Spread over an impressive 1,40,000 sq. ft, Ishanya brings together an assortment of over 50 internationally established premier home & interiors brands with @Home, HomeTown, blueFROG, Bose, Rawat Kitchens, Muslin, Masper, Natural Living, In Living, Accessories etc. They have recently launched an exquisite home lifestyle concept - Houslife at Ishanya. With an array of 30 brands with 3,000 products spread over an area of 30,000 sq. ft., Houslife provides the best home shopping experience in the country today.

With renowned brands already in place and plans to rope in additional globally acclaimed brands, Ishanya is on its way to create an ultimate pedestal of home lifestyle inspiration for all designers and architects alike. Ishanya boasts of exclusive areas to host or attend corporate & social events. The huge Ishanya amphitheatre is ideal for concerts and large audience shows. For the art enthusiasts - The Tilting Art Gallery is a veritable platform for upcoming artists to showcase their artworks.

Timing most opportune, feel participants

E-hub at IHGF Delhi Fair created quite a buzz with back to back seminars and presentations. Exhibitors approached the Information Kiosks to get their queries addressed as most of them were largely unaware about the functioning of e-commerce. It was an enriching experience for the exhibitors as well as the e-commerce companies. Most of them were impressed by the kind of marketing opportunity they were getting and managed to get instant sign ups, while some others still see scope in tying up with exporters on their models for e-commerce.

An e-commerce company said that online trade is attracting exporters because it helps them in establishing direct contact with the customer and is comparatively risk free. Another company suggested that the immense demand in the e-retail market today cannot be ignored anymore by manufacturers and that it's the retail market which offers these people a chance to establish a brand for themselves. E-commerce being faster and easier to enter into and being relatively hassle free is more attractive to exporters than the conventional retail channels and that is why the exporters are now willing to enter the domestic retail market. Another benefit of the e-retail/e-commerce business is the affordable cost structure as exporters need not invest much to start selling. Though initially, it was observed that awareness about the structure and benefits of e-commerce were a bit low among exporters, they made up for it with curiosity and utilized the E-hub to the fullest by interacting with executives from the e-commerce industry and attending the presentations.

Informative Presentations add value

Along with introducing exporters to the new channel of sales in form of e-retail the E-hub also witnessed presentations by all the participants. In their presentations, amazon India explained the importance of adopting the online sales channel through e-commerce and finding the right partner to take a business online. It was shared that amazon.com through junglee.com provides Indian sellers a viable e-commerce platform to avail the online opportunities and has a base of 80000 sellers by far and that it provides registration to sellers with no upfront costs and no registration fee. While working with amazon.com, sellers need to pay only when they make a sale and can access the services provided by amazon without incurring any infrastructural expenditure and without any product listing fee. Flipkart.com informed exporters and entrepreneurs about the enormous growth opportunities in the sphere of e-commerce, that registered a growth rate of



80% in 2013 and was evaluated at Rs. 1600 crore in the same year. Partnering with flipkart gives one's business the edge over others because it gives one access to the database of 2.2 crore registered users and 40 lakh daily page visits. Flipkart also provides many services to the sellers like, Flipkart photo studio network, cataloging solutions, packaging solutions, analytical support and advertising solutions. One just needs to register for flipkart advantage, drop their products at flipkart fulfillment center, the quality check will be done by flipkart itself and after the check flipkart will store and ship the product as per the orders.

In its presentations, e-bay shared that it's goal was to help entrepreneurs and MSMEs in the country to reach out to buyers across the globe. The value proposition provided by e-bay includes global listing, immediate payments through the paypal gateways which is an eBay company and a world leader in online payments, and integrated logistics with the shipping partners. The advantage that paypal gateway provides was also highlighted as it is the global leader in payments and provides the benefit of getting payments directly in one's account.

shopclues.com's presentation stressed upon e-commerce being a huge but largely untouched opportunity. Mention was made of its host of marketing and selling options like Sunday Flea Market, Homepage Management, Daily Cracker Deals, Bulk Discounts and merchant coupons with all these options being customizable by the sellers according to requirements.

Besides elaborating on their features, Snapdeal's presentation focused on the fact that partnering with them helps SME's overcome limitations of low budget for marketing, lack of insights and analytical ability, etc. Snapdeal provides complete assistance in terms of reach, logistics, payments, sales and customer support to the SMEs working with it. Taking a step further towards empowering the SMEs snapdeal has partnered with NIESBUD in order to encourage and train entrepreneurs and SMEs. In the program currently going on, about 500 entrepreneurs are being trained on a monthly basis. ■



Special Volume Retail Days at IHGF

Exhibitors get opportunity to tap Indian Volume Retail Market

IHGF Delhi Fair, with this edition, opened its doors to domestic volume retail buyers, interior designers and architects. Many Indian stores/wholesale buyers keen to source international quality products within India visited. To facilitate them, EPCH made special arrangements amongst exhibiting companies through the SR coding/markings, meant to indicate the companies that are interested in Retail Business - intended to save time of domestic buyers for reaching out to the correct stand/companies. Domestic volume trade buyers also displayed SR on their badge. In response, many exporters welcomed this trend and explored this new business model.

Growing opportunities in home furnishings and lifestyle market inspire SR coding

With the rise in purchasing power, and the growth of retail, the lifestyle of Indians is also transforming year after year. The emerging middle class with multiple earning members in each family is now eager to spend on lifestyle, home décor and other related products. From the young working couples to middle class households in the hinterlands, people are getting increasingly attracted to value added, stylish and high end home fashion products. Those in urban areas are taking pride in picking the right combination of home décor, furnishings and textiles to impart their own personality to their homes and are also getting increasingly generous with their gift spending. As a result, there is a healthy and steady growth in the Indian markets for home décor and housewares (25-30% per annum). Domestic home textiles & furnishings market is growing at around 40%.

India's burgeoning E-retail sector contributes too

With the growth in the demand for home décor, furnishings and other home improvement products, e-retailing is turning out to be a lucrative channel for manufacturers. The e-retailers are also realizing that there is a higher margin in home products than other product categories and are hence putting more efforts to push sales for this category. Internationally, consumers of home products increasingly prefer to shop online. In India, with 3G reaching to over 80% of Indian masses, online shopping is bound to increase as the more time people spend online, the more probable it is that they will shop. Over the next 5 years, overall retail is expected to grow by 12-15%, organized retail by 25-30% and e-retail by 60%. By the year 2020, estimated size of total e-commerce business in India

is likely to reach USD 70 million, clearly indicating a bright future for e-retailers.

It is also easier to study the consumer behavior online and market products accordingly due to the availability of huge amounts of data. E-retailing of home products also allows for concept selling as it is easier to take picture of a room from different angles and show it to the buyers online than setting up a mock room in a brick and mortar store.

Domestic Volume Buyers keen to source

Prime Interest: **Bathroom Decor**

This is my second visit to this fair, and luckily this time I've got an opportunity to source. I want to work with young entrepreneurs and this show has helped contact a lot of them. **Suresh Chajjed, Chennai**



Prime Interest: **Handicrafts**

We are into e-retail of Indian handicrafts including leather bags, shoes, décor and furniture. We came looking for small quantity of products for our studios. 80% of the goods that we make are handcrafted. It is a good opportunity for us to come here and source. **Arpan and Aarushi, India**



Prime Interest: **Handicrafts**

We have an e-retail store for Indian handicrafts where we sell to big corporates in India and overseas. We wish there could be more of kalamkari, madhubani, paintings of the sort since our business model focuses on delivering traditional Indian crafts directly from artisans. The overall products are amazing. **Bhargavi Kesavan, India**



Prime Interest: **Home Decor**

I am an interior designer and architect, interested in home décor and furniture. I really like the variety. The fair is huge and it's convenient to find the products, the pre-registration process and really made participation in this fair a very relaxed experience. **Raksha Sethi, Indore**



Retail Conference

Round table discussion on retail opportunities for home, lifestyle & fashion segments



EPCH organized a "Roundtable Conference" on 16th October, 2014, at the India Expo Centre. This brought together leading retailers from India, e-tailers and other volume consumers as well as leading manufacturers and exporters under one roof and explored the possibility of business, joint ventures and alliances to tap opportunities in the Indian Retail Market. This conference was attended by members from the handicrafts export industry, representatives of the organized and e-retail market, EPCH officials, Mr. Samir Kumar Biswas, Development Commissioner (Handicrafts) and Mr. Navraj Goyal, Addl. DC (Handicrafts). Top CEOs of many retail chains & e-commerce portals like, Mr. Mahesh Shah, CEO - Home Town, Future Retail; Mr. C K Nair, Customer Care Associate & Chief Operating Officer - Home Stop, Shoppers Stop; Mr. Samir Sahni, CMD, BigLife Ritu Wears; and Ms. Smita Singh, Home Centre (Landmark Group); Tanmya Agarwal, MD Skipper Furnishings; Mr. Subhendu Roy, Principal and Head of Consumer Industries & Retail Practice, AT Kearney; Mr. Kumar Rajagopalan, CEO, Retailers Association of India; Mr. Navin Mistry, Head-Retail Exports, ebay India; Mr. Ashish Jhalani, CEO, etailing India; and Mr. Devesh Rai G, Founding Member, ShopClues were present. From the export industry, prominent members, Chairman, EPCH, Mr. Lekhraj Maheshwari; Mr. Karan Jethwani, International Trade Linkers; Mr. O P Prahladka, COA member, EPCH gave the



exporters' point of view. Mr. Amitabh Taneja, President, Images Retail and Mr. Rakesh Kumar, ED, EPCH were the key match makers who setup space the interaction.

While addressing the conference, Mr. Samir Kumar Biswas congratulated EPCH for the successful organization of the IHGF Delhi Fair on such a grand scale. Stressing on the need of an e-commerce platform, he said, "Indian handicrafts have a huge demand and we must have a platform to enter the global e-commerce scene." Mr. Biswas also released a booklet titled, 'Indian Handicrafts and Domestic Retail'.

Exporters' concerns brought forth as retailers clarify

The conference was moderated by Mr. Shubhendra Roy and several issues were discussed. The main issue that seemed to be bothering exporters when it came to domestic retail market dealing was that of volume and payments. Where exporters on one hand have been exporting in huge volume to overseas markets and are used to getting their payments in a short and fixed time, domestic retail market takes longer to make payments. The tax structure that is



applicable on exporters while selling in the domestic markets is also a matter of concern according to exporters.

The retailers' side expressed that Indian craftsmanship is much in demand and that products from Indian manufacturers are in great demand. Addressing the concern of lack of volumes, retailers said that they can even buy in containers, provided exporters develop the capacity required for the local market. Retailers also mentioned that exporters are not really willing to deal with domestic retailers. Talking about the hitches that exporters face when it comes to need for fast turnaround time, it was suggested that ready stocks should be developed whereby goods can be bought instantly.

Mr. Rakesh Kumar informed the participants that EPCH had been trying for two years to get exporters to agree to enter the domestic retail market and 20% had responded positively initially. To get exporters on board for the special retail days at IHGF Delhi Fair 2014, special training was held, a special logo was designed and other steps for smooth business were initiated. He said, to help exporters tap the e-commerce market, EPCH has also come up with the web media at EPCH portal which helps exporters put their products on the e-trade channel.

Discussions point at mutually beneficial initiatives

Mr. O P Prahladka, COA Member, EPCH, said that providing bulk quantities was not that big a problem as many exporters already had marts and were dealing in bulk quantities. Speaking from the retailer side, Mr. C K Nair, Customer Care Associate & Chief Operating Officer - Home Stop, Shoppers Stop, said that domestic retail provides an excellent opportunity to exporters to form a brand. He added, there is not a single brand in the country in the home and lifestyle segment. He also said that all can work towards creating retail travel destinations in India which will promote both tourism and trade. The members of the retail industry unanimously urged the exporting community to come forward with a changed mindset for domestic retail supply.

The exporters expressed their concern on retailers' obsession with cheap imported products and dissatisfaction with no premium product distinction in retail outlets. Mr. Amitabh Taneja reinstated, it would be very beneficial for Indian exporters to sell in India and set up brand names. He gave the example of the garment industry where a decade ago all manufacturers wanted to only export. Mr. Rakesh Kumar cited that though EPCH's key role was to help earn foreign exchange, with this endeavor, it could help the country save it! ■

Re-Tooling for e-Commerce - Future of Retailing

On 15th October, at a seminar titled, 'Re-Tooling for e-Commerce - Future of Retailing', Mr. Ashish Jhalani, founder e-Tailing India, the country's largest e-commerce knowledge repository, made an insightful presentation about the present and future of the e-commerce industry in India. While reminding people about the advantages of e-commerce like wider geographical needs, cost savings and information consistency, Mr. Jhalani also cited the growth in term of numbers in the e-commerce industry which was at 2 billion USD in 2007 and has reached 13 billion USD in the current year. Attributing the growth to not just the increase in computer users, but also the boom in mobile phone penetration in the country, which has caused the mobile users to shoot up to 91 million in the current year from 25 million merely two years ago, Mr. Jhalani said that the online buyers which are now a mere 10% of the total internet users currently (25 million), will grow to 40 million in the coming two years. The top product categories in e-commerce are electronics and apparel. The fastest growing category in the e-commerce world is home and furnishings. The e-commerce business today is getting more customers from tier 2 and 3



Mr. Ashish Jhalani, Founder, e-Tailing India, speaks on how e-commerce would take shape as the future of retail

cities contrary to the common perception. Mr. Jhalani explained the options one has while taking one's business online i.e. choosing between own store or an online marketplace. Mr. Jhalani also addressed individual queries of businessmen trying to step up to e-retailing. e-Tailing India provides latest news in online retail from India and the world. They conduct conferences, workshops and seminars as well as research and publishes thought leadership articles and reports. ■

Increase Profitability through e-Commerce

Evolving swiftly, electronic commerce is rapidly becoming the principal means by which transactions are conducted and will change the way in which businesses and consumers interact. In this seminar, Dr. Arpan Kar, Assistant Professor, Dept. of Management Studies, IIT Delhi, spoke on how e-Commerce facilitates more effective marketing of products and services and how it is beneficial to the small business sector.

e-Commerce industry, Dr. Kar, said, has overcome the initial hiccups and has become more dependable and stable. Referring to the bursting of the website bubble, he said that the infrastructure and systems required for the sustenance of the e-commerce industry were not available then. In the current scenario, systems are in place and the e-commerce industry is posting a stable growth. Now, is the right time for partnering with e-commerce platforms as the future of retail lies in online market places. e-commerce helps the business get over barriers of geography and markets and provides access to a variety of end consumers. Electronic commerce is rapidly becoming the principal means by which transactions are conducted and will change the way in which businesses and consumers interact. It provides consumers with the facility to purchase goods, research commodities, bank, invest, communicate and electronically transfer information from one place to another globally via the internet. Taking their business online will help exporters in tapping this vast market with endless possibilities. He explained how one can succeed at e-Commerce, how to promote products and services online, how to track sales, how to increase re-sales and retain customers longer and different ways to handle customer service.



*Dr. Arpan Kar,
Assistant Professor,
Dept. of Management
Studies, IIT Delhi*

Home Souk - The good old fashioned way of physical shopping

Mr. Mahesh M., CEO, Ishanya Mall, making the presentation for Home Souk, the home and lifestyle retail destination in Ishanya Mall, Pune, said that it is the largest exclusive destination for home and interiors. Indians make small buying decisions after getting the touch and feel of the product, especially when it's a product they want to add to their living spaces. Home Souk at Ishanya is a dedicated space which tries to incorporate the comforts of modern shopping with the ease of street shopping where people can browse around seamlessly and choose the products from a wide range of styles and manufacturers. Home Souk provides ample spaces in all dimensions to home and lifestyle manufacturers in 'plug and play stores' which have already been fitted and furnished with the requirements of a modern business. Home souk also provides a zero risk and zero investment opportunity for good old fashioned retail with a host of services and easy payment options available to the partners. Ishanya mall being in the business for 6 years has not only premium brands but also amazing food and beverage options and entertainment areas, complete with an amphitheatre. ■



*Mr. Mahesh M., CEO,
Ishanya Mall*

Indian online retail market to cross Rs 88,000 crore by 2018

Indian online retail market is estimated to grow over 4-fold to touch \$ 14.5 billion (over Rs 88,000 crore) by 2018 on account of rapid expansion of e-commerce in the country. According to research and consultancy firm RNCOS, the online retail market is projected to grow at a compound annual rate of 40-45 per cent during 2014-18.

The current market size of online retail sector has been pegged at \$ 3.5 billion (over Rs 21,000 crore). As per the 'White paper on Indian Online Retail Industry: The War of Clicks', India is among the most swiftly emerging online retail market across Asia-Pacific region although the expanse of e-commerce is at a sprouting stage. In terms of product segments, at present electronic gadgets claim the highest share followed by apparel and books. But it is likely that few years down the line, apparel and accessories will take over the top slot from electronic gadgets. In addition to this, home decor and furnishing will mark an increase in its share.

The research firm said this increase will be primarily on account of growing acceptance of home grown apparel brands of online shopping portals and openness towards buying home decor and furniture online.

Source : PTI