

# “Partners in Progress” KAL, AAJ aur KAL 2014-2016-2018 Mega Panel Discussion on Retail and e-Commerce



**Panelists (L to R):** Mr. Rakesh Kumar, Executive Director, EPCH; Mr. Vivek R, Head, Home Furnishing & Decor Category, Flipkart India Pvt. Ltd.; Mr. M Venkatesh S Patri, Head-AM & FBA, Global Sales, Amazon India; Mr. Kashyap Vadapalli, Chief Marketing Officer & Business Head, Pappafry.com; Navin Mistry, Head-Retail Exports, eBay India; Mr. Karan Jethwani, member exporter from Mumbai region and Moderator Coordinator-Domestic Retail Promotions at EPCH; Ms. Sonali Bhandari, Senior Executive, Westside; Mr. Addepalli Venkata Sitaram Kumar, Vice President/Business Head - Home Centre India; Vikram Chitnis, Business Head, Shoppers Stop; Mr. Ashish Jhalani, founder, e-Tailing India

**Panelists not seen in the above picture:** Mr. Kumar Rajagopalan, Chief Executive Officer, Retailers Association of India; Mr. Latif Nathani, Vice President and Managing Director, eBay India

EPCH organized a "Mega Panel Discussion" on 22nd February, 2016, at the India Expo Centre, to explore the possibility of business, joint ventures and alliances to tap opportunities in the Indian Retail Market. The panel discussion aimed to provide the exporters an insight into the market size of online and retail sector in India. It presented a wider perspective of India's retail stature as well as potential of handicraft exporters to escalate the Indian economy while helping the country earn forex.

This brought together among panelists, Mr. Kumar Rajagopalan, Chief Executive Officer, Retailers Association of India; Mr. Latif Nathani, Vice President and Managing Director, eBay India; Mr. Addepalli Venkata Sitaram Kumar, Vice President/Business Head - Home Centre India; Mr. M Venkatesh S Patri, Head-AM & FBA, Global Sales, Amazon India;

Right now, the market is in a transitional phase



**Kumar Rajagopalan**  
CEO, Retailers Association of India

*The Indian market is in a transitional phase - from manufacturers catering only to foreign*

*market to attention towards the domestic market too. I congratulate EPCH for its initiatives and feel that in order for both to grow, the govt. has to come up with more policies to promote "Make in India."*

Community has still not gauged true the potential of e-commerce



**Rakesh Kumar**  
Executive Director, EPCH

*When we had considered opening to volume domestic buying two years ago, there were very few exporters looking at the domestic market. Even today, many are unable to*

*gauge the potential of our own market, specially the e-commerce segment. That said, in this show there were nearly a thousand exhibitors open to talk business to domestic market buyers, and many from Jodhpur are already doing sizable business through domestic retail and e-commerce market. Moradabad and some other clusters are also slowly joining the band wagon.*

## Opportunity also for artisans from remote areas



**Latif Nathani,**  
Vice President  
and MD, eBay  
India

*India is a land of entrepreneurs and traders and e-commerce is a way to earn billions by selling across 206 countries. This way eBay is a major channel to provide an opportunity for artisans from remote areas of India. In the past 10 years, we have charted an impressive growth of 65,000 buyers. But considering the potential and this collaboration with EPCH we have barely scratched the surface.*

## Indian products are gaining credibility in eyes of buyers



**Vikram Chitnis**  
Business Head,  
Shoppers Stop

*My association with EPCH has been quite long, in fact since the beginning of IHGF Delhi Fair. I note a major boost in the e-commerce sector in the last 2-3 years. There has been an overall acceptance, as Indian products are gaining more credibility in the eyes of foreign buyers. In the recent past, even though the devaluation of rupee has not led to a favourable market scenario in China, I hope that in this collaborative endeavor, the Indian creative crafts will have even more varied products to offer.*

## Overwhelmed with positive reception of e-business



**Ashish Jhalani**  
Founder, e-Tailing  
India

*With the recent market trends of India matching that of the US, e-commerce is gaining more prominence, as the consumer himself evolves into a more mature and well-travelled being, thus, transcending political boundaries as a result.*

Mr. Kashyap Vadapalli, Chief Marketing Officer, & Business Head, Peppesfry.com; Mr. Vivek R, Head, Home Furnishing & Decor Category, Flipkart India Pvt. Ltd.; Ms. Sonali Bhandari, Senior Executive, Westside; Navin Mistry, Head-Retail Exports, eBay India; Vikram Chitnis, Business Head, Shoppers Stop; and Mr. Ashish Jhalani, founder, e-Tailing India, along with Mr. Karan Jethwani, member exporter from Mumbai region and Moderator Coordinator-Domestic Retail Promotions at EPCH and Mr. Rakesh Kumar, Executive Director, EPCH.

The discussion also encouraged retailers and e-tailers to create a solid supply chain for the domestic market and reduce their reliance on imports as well as to create industry wide synergy between exporters, brick & mortar and e-commerce players. This was attended by members from the handicrafts export industry, representatives of the organized and e-retail market, EPCH officials and member exporters.

Mr. Kumar Rajagopalan, CEO, RAI, said that the past, present and future of domestic retail has shown a tremendous change. He believes that the handicrafts industry has a renowned market and therefore indigenous products should be sold in the domestic market in addition to exports. He further added, India provides the highest number of retailers to the world. RAI's vision is to modernize India by changing and improving the retailing scenario of India. Andhra Pradesh and Maharashtra are leading states in retail policy, he informed.

Mr. Latif Nathani, Vice President and Managing Director, eBay India, shared how a slum dweller managed to sell his products in the overseas market. He emphasized that India is a land of entrepreneurs and traders and further added that e-commerce is a way to earn billions by selling across 206 countries. This way eBay is a major channel to provide an opportunity for artisans from remote areas of India, he said. Mr. Vikram Chitnis, Business Head, Shoppers Stop explained how business has increased from 10% to 20% in the domestic world. Kashyap Vadapalli, Chief Marketing Officer & Business Head – Peppesfry.com, spoke about the aim of Peppesfry, which is to increase Indian business through e-commerce so that Indian handicrafts that go to overseas markets are accessible/made available to Indian shoppers. Through their platform he said, they try to include maximum exporters in the domestic market. He hopes that more number of exporters and manufacturers should join in escalating Indian business. Cities like Jodhpur, Mumbai, Nagpur and Noida are among major manufacturers selling through Peppesfry. Ms. Sonali Bhandari, Senior Executive, Westside said, it is a major challenge to include exporters in the domestic market. EPCH is a "must go event" according to her which serves as a platform for the entire

## Our Motto : Every ForEX saved is ForEX earned



**Karan Jethwani,**  
Co-ordinator -  
Domestic Retail  
Promotions at  
EPCH

*EPCH realized the importance of the domestic market and we made "every ForEX saved is every ForEX earned" our motto. We brought on*

*board CEOs of top companies to help provide direction and guidelines on the domestic retail market. Today, out of the 2750 IHGF exhibitors, 1200 are selling to domestic buyers, which is a huge encouragement to EPCH. This reflects that we are progressing towards our goal.*

e-commerce has helped domestic customers to access handicraft products



**M Venkatesh S Patri**, Head-AM & FBA, Global Sales, Amazon India

*I feel e-commerce has helped domestic customers in accessing Indian handicraft products. This accessibility is consequently*

*changing the scenario of the domestic market. I also believe that the quality of Indian products is improving and at the same time awareness among Indians is increasing domestic sales.*

Indian retail & manufacturer chains have gained prominence



**Sonali Bhandari**, Senior Executive, Westside

*As the customer becomes more and more cosmopolitan and transcends cultural boundaries, resulting in opening up of more options of travelling and the internet, these aspects themselves bring the boundaries even closer.*

*In light of the recent scenario, the domestic supply chain ought to step up and so, the question arises: if the foreign buyers have given credibility to the Indian domestic markets, why don't the domestic buyers do the same? I hope that in the near future, EPCH would further the growth of domestic producers, and reduce the latent hesitation between exporters and the buyers on a domestic level.*

e-Commerce platforms open entry points to manufacturers



**Kashyap Vadapalli**, Chief Marketing Officer & Business Head – Peppery.com

*IHGF is the platform for the best Indian manufacturers. The e-commerce platform like peppery and others wish to give open entry point to these manufacturers. This is mutually beneficial*

*for all parties – e-commerce groups, manufacturers and EPCH. e-commerce groups are here at IHGF to share about the expanse and potential of the Indian market to manufacturers.*

Indian manufacturing trade. Mr. Venkata Sitaram Kumar, Vice President, Home Centre, also spoke about the importance of Indianised products that hold great demand in overseas markets. Mr. Navin Mistry, Head-Retail Exports, eBay India further emphasised on realizing the value and potential of online business.

Mr. Vivek R, Head – Home Furnishing & Decor Category, Flipkart India Pvt. Ltd., explained how packaging is also an important aspect of marketing. The panelists altogether highlighted the growing reputation of Indian handicrafts and the potential that lies in it.

As moderator of the discussion, Mr. Karan Jethwani, Coordinator - Domestic Retail Promotions at EPCH, presented the participants a vision for the next two years, elaborating that within this span, India will observe a tremendous growth in the livelihood of artisans. EPCH is the way to consolidate this vision. With the growing handicraft industry, more exporters are willing to work in the domestic market.

Indian market is seeing increased consumption



**Addepalli Venkata Sitaram Kumar**, Vice President / Business Head - Home Centre India

*The consumption in the Indian market is slowly increasing. Exhibitors are willing to work in the domestic market now. At the same time, the number of consumers have also increased. They are interested in home décor products and this is directly effecting the market. Advertising, production and e-commerce have led to the home décor evolution.*

EPCH fairs bring the best of Indian market



**Navin Mistry**, Head-Retail Exports, eBay India

*An EPCH fair is literally an "umbrella" which brings together the best of the Indian market. The deepening penetration of the internet as well as the rising purchasing power of Indians makes the domestic market equally attractive to these manufacturers. EPCH allows e-commerce sites the channel to bring the best of Indian products to Indian homes too.*

Revolutionary e-commerce compliments progressive domestic market



**Vivek R**, Head – Home Furnishing & Decor Category, Flipkart India Pvt. Ltd.

*The current domestic market is progressing and changing in terms of product consumption. e-commerce is bringing in a revolution in the domestic market in a scenario when home décor is slowly trending in India. Seeing this opportunity, more exhibitors are willing to deal with smaller shipments in India.*

# e-Hub major e-market platforms represented at IHGF Delhi Fair

Eminent e-commerce organizations like eBay India, Flipkart, Kart Rocket and Pepperfry set up stalls at the e-hub area at the IHGF Delhi Fair-Spring 2016, to offer expert guidance on how manufacturers can harness the web to grow their business. Representatives in their stalls welcomed discussions and queries from participating exhibitors at the fair.



Being one of the emerging e-commerce systems, Kart Rocket are basing their platform on

furtherance of online facilitation to manufacturers in India. Their representative at the e-Hub said, their prime focus is on facilitating merchandising and marketability of the displayed products on their site. They hope to achieve a target business worth Rs. 2-2.5 lakh through this fair. Having witnessed a larger exhibitor base in this year's Expo, they hope to tie up with many manufacturers. They are also keen to participate in the next edition.



Their Regional Manager informs that eBay has been participating at EPCH fair for a long time now. He added, with the growing popularity of

online shopping, it has become imperative to offer an overall good experience, and that is where businesses like eBay step in. eBay has a huge network in 40 dedicated countries. EPCH is a platform which enables them to



reach out to sellers big and small. Therefore, it is mutually beneficial to both parties and he is very grateful to the organizers of the fair. They inform that eBay has become more tech-savvy and in the process have introduced new and unconventional services.



They have participated in IHGF Delhi Fair in previous editions and have been quite enthralled by the

qualitative showcasing of the products as well the response. Compared to the 200 sale figures of their products on daily basis, they have proceeded to implement an efficient online facilitation of products as well as a detailed and stylized cataloguing of the same. They have shifted their earlier marketing methods of acquisition to personal growth and marketability of at least 30,000 buyers. They also seem to have initiated a swift express



Their representative at the eHub, their sourcing manager for

furnishings, décor, lamps and lighting, informed that their main area of focus (like any other e-commerce business) is the seller so that their consumer buyers get more variety to choose from. As their portal sells home and lifestyle products, he looks forward to more manufacturers signing up with them for online business. He hopes to attract sellers by providing good cataloguing experiences so that manufacturers too actually profit and not remain dormant. He adds that EPCH's trade shows are good initiatives that bring together under one roof, sellers, buyers and other middle parties.

