

INDIA'S E-COMMERCE GOLD RUSH!

COVER STORY

52



The eco-system is witnessing the birth of a new industry which is at the cusp of development with new rules getting defined, future scenarios being revisited and predicted, innovative technologies being put to use and businesses strategies taking new shapes etc. As a result, players are increasingly becoming convinced about the strength of e-tailing.



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CONTENTS

- 14 **INTERNATIONAL ROUNDUP**
Globally online retail is getting edgier with every passing day.
- 18 **NATIONAL ROUNDUP**
The growth of online retail in India has brought a fresh lease of life for the start-ups, who are supporting their growth in a big way.
- 22 **SUCCESS STORY**
In, a candid interview with Images Retail, Amit Maheshwari, VP, Fashion, Snapdeal talks about the evolution of e-commerce in India
- 24 **IN FOCUS**
India's e-retail revolution has grabbed the headlines with blockbuster valuations and skyrocketing sales.
- 28 **EXPERT SPEAK**
Budgets come and budgets go, but the reckoning for a good budget, is that it should bear out its term, by providing employment.
- 32 **STRATEGY**
Acquisition seems to be the latest buzzword in Indian e-commerce scenario. In this article we will analyse the rationale behind the major mergers and acquisitions that has taken the e-commerce world by storm.
- 34 **PERSPECTIVE**
We are living in the age of online! retail and E - Commerce s driving the future growth for this industry.
- 38 **PROFILE**
Established in 2007, Flipkart is one of the most sought after online retailers in India founded by Sachin and Binny Bansal.
- 40 **PROFILE**
Vikas Purohit, Head Amazon Fashion, India, talks about the company's audacious business manoeuvres.
- 44 **HYBRID RETAIL**
With offline players seamlessly getting into the online space either with their exclusive e-commerce portals or partnering with marketplaces.
- 50 **FUNDAMENTALLY**
With 4G taking the Indian market by storm, the demand for smartphones is taking an upward swing.
- 84 **AWARDS IFA**
Presented by Snapdeal, the 15th edition of India Fashion Forum celebrated the biggest night of the Indian fashion retail fraternity
- 88 **TRENDS**
Biggest playing field for global retail giants, the Indian subcontinent has witnessed increased spending power coupled with an influx of payment options.



APRIL 2015

CONTENTS

- 92 **FUTURISTIC**
India is in the throes of the mobile revolution with 903.36 million mobile subscribers according to the February 2014 data released by TRAI.
- 94 **IDEATION**
As the story of retailing in India is gradually becoming that of e-tailing, it is interesting to take note of niche e-commerce portals mushrooming everyday.
- 98 **CONCEPT**
Gift cards may seem like a trivial innocent expense for a consumer, but for a brand, retailer or e-commerce portal, the gift card segment alone, rakes in a lot more profit than one might think.
- 100 **LOGISTICS**
E-commerce fulfillment has created a host of challenges and opportunities for logistics players who are responsible for crossing the last mile.
- 104 **MARKET ANALYSIS**
Organised retail has flourished and is still booming in Indonesia's primate city, Jakarta.
- 110 **MARKETING**
The coming of 'Globalisation' gave the much-required push to the marketing industry.
- 112 **HUMAN RESOURCE**
In terms of cost calculations, the hiring cost of a wrong hire is way higher than the cost of rejecting candidates who fail to clear these tests.
- 116 **COLLABORATION**
Collaboration is a systematic and conscious effort between two parties towards creating a positive synergy.
- 120 **INTERVIEW**
Bhaskar Venkatraman, Founder & Director, Justtransact.com talks about the modus operandi of their e-commerce portal.
- 124 **SHORT TAKE**
Danish Ahmed, Founder & CEO of Shopsyty states that M2S (mobile to stores) is larger than e-commerce.
- 126 **INNOVATION**
Zydex is a young research driven company promoted by Dr. Ajay Ranka.
- 128 **INTERFACE**
Nilesh Shah, Director, Rance Lab talks about the importance of technology in the changing retail landscape.