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DECEMBER 2012

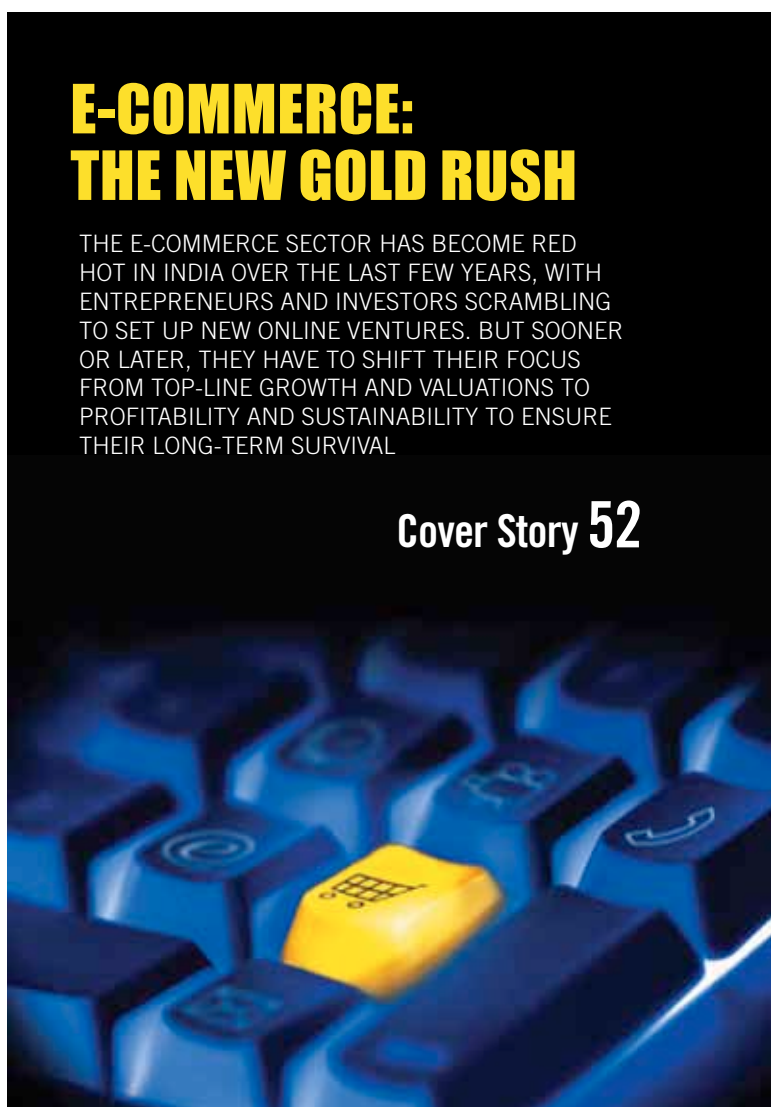
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E-COMMERCE: THE NEW GOLD RUSH

THE E-COMMERCE SECTOR HAS BECOME RED HOT IN INDIA OVER THE LAST FEW YEARS, WITH ENTREPRENEURS AND INVESTORS SCRAMBLING TO SET UP NEW ONLINE VENTURES. BUT SOONER OR LATER, THEY HAVE TO SHIFT THEIR FOCUS FROM TOP-LINE GROWTH AND VALUATIONS TO PROFITABILITY AND SUSTAINABILITY TO ENSURE THEIR LONG-TERM SURVIVAL

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