



COVER STORY **54**

## E-COMMERCE BOOM IN INDIA

The emergence of e-commerce has created a boom in the marketplace offering faster, convenient and cheaper methods of buying and selling. The increasing number of Internet users and new mobile apps, credibility of transaction, entry of big players like Amazon etc is accelerating the growth further. If experts are to be believed e-commerce business in India will be around USD 50- 70 billion by 2020. Factors fueling this growth are Internet-connected population and improvement in basic infrastructure like payment and delivery systems.

POWERED BY DYNA CORP



JULY 2014

# CONTENTS

- 8 **INTERNATIONAL ROUNDUP**  
Japanese apparel giant Uniqlo plans to expand its footprint in US and South Asian markets.
- 14 **NATIONAL ROUNDUP**  
Post FlipKart-Myntra deal, Indian e-commerce scene seems to be heating up all the more.
- 18 **TRENDS**  
The state of Indian E-commerce - trends and opportunities
- 22 **OPINION**  
New trends on the horizon for online retailing
- 26 **VIEW POINT**  
Online Retailing in India: Hype or Reality? Hrishikesh Jobanputra talks about the growth potential of online retail in India and provide important insights to capitalise on this opportunity
- 36 **OPPORTUNITY**  
Is online retail a threat or an opportunity?
- 38 **INNOVATION**  
Pennyful.in: Get paid for shopping
- 44 **SHORT TAKE**  
From bricks to clicks - The need for e-way .
- 50 **SECTOR FOCUS**  
E-tailing triggers transformation in the retail industry.
- 86 **HYBRID RETAIL**  
E-tailers are today looking at multi channel retailing and finding the best way out to reach the masses
- 92 **LOGISTICS**  
E-commerce needs a stronger supply chain backbone
- 98 **PACKAGING**  
Bridge the online- offline gap with the help of right packaging partner
- 100 **TECHNOLOGY**  
When it comes to e-commerce, software testing is a matter of survival
- 102 **HR**  
HR issues in e- commerce and how with the help of coaching this issue can be resolved.
- 106 **CONVERGENCE**  
Yin-Yang of online and offline Retailing
- 108 **FINANCE MANAGEMENT**  
E-commerce is big, its operational finance issues are bigger
- 126 **CATEGORY WATCH**  
Niche e-commerce players talks about their journey
- 130 **RE-BRANDING**  
Vishal Sehgal, Metro - Corporate Relations talks about company's new brand positioning to You & Metro
- 132 **INDEX**