

Great Quotes

“

“In carrying out e-commerce, the most important things is to keep doing what you are doing right now with passion, to keep it up”

**-JACK MA,
EC Alibaba Group.**



“

“Ecommerce isn't the cherry on the cake, it's the new cake”

**-JEAN PAUL AGO,
CEO L'Oréal**



“

“E-commerce is a powerful means to connect the unconnected to global trade”

**-ARANCHA GONZALEZ,
Executive Director of the
International Trade Centre
(ITC)**



“

“If you do build a great experience, customers tell each other about that. Word of mouth is very powerful”

**-JEFF BEZOS
CEO Amazon**



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- E-commerce is a division of exchange or creation which manages the trading of products and ventures from maker to definite purchaser.
- It contains/makes up the trading of something of money-based value such as products (that are bought and sold), services, information or money between two or more things/businesses.

What is E-commerce?



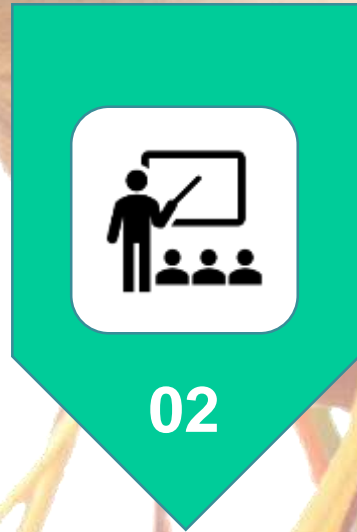
- Commonly known as 'Electronic Commerce'.
- E-commerce is the selling, buying and exchanging products (that are bought and sold) and services over internet through which transaction or terms of sale are performed digitally.

2. Types of E-commerce



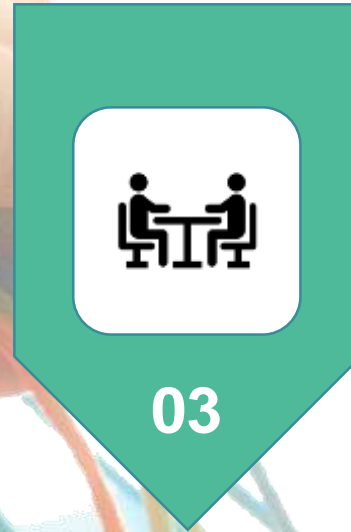
B2B Ecommerce

B2B e-commerce is the sale of products or services between businesses via an online portals.



C2B Ecommerce

C2B is a business model in which people create value and businesses, consume that value.



C2C Ecommerce

C2C is a business model where customers can perform business with each other.



G2B Ecommerce

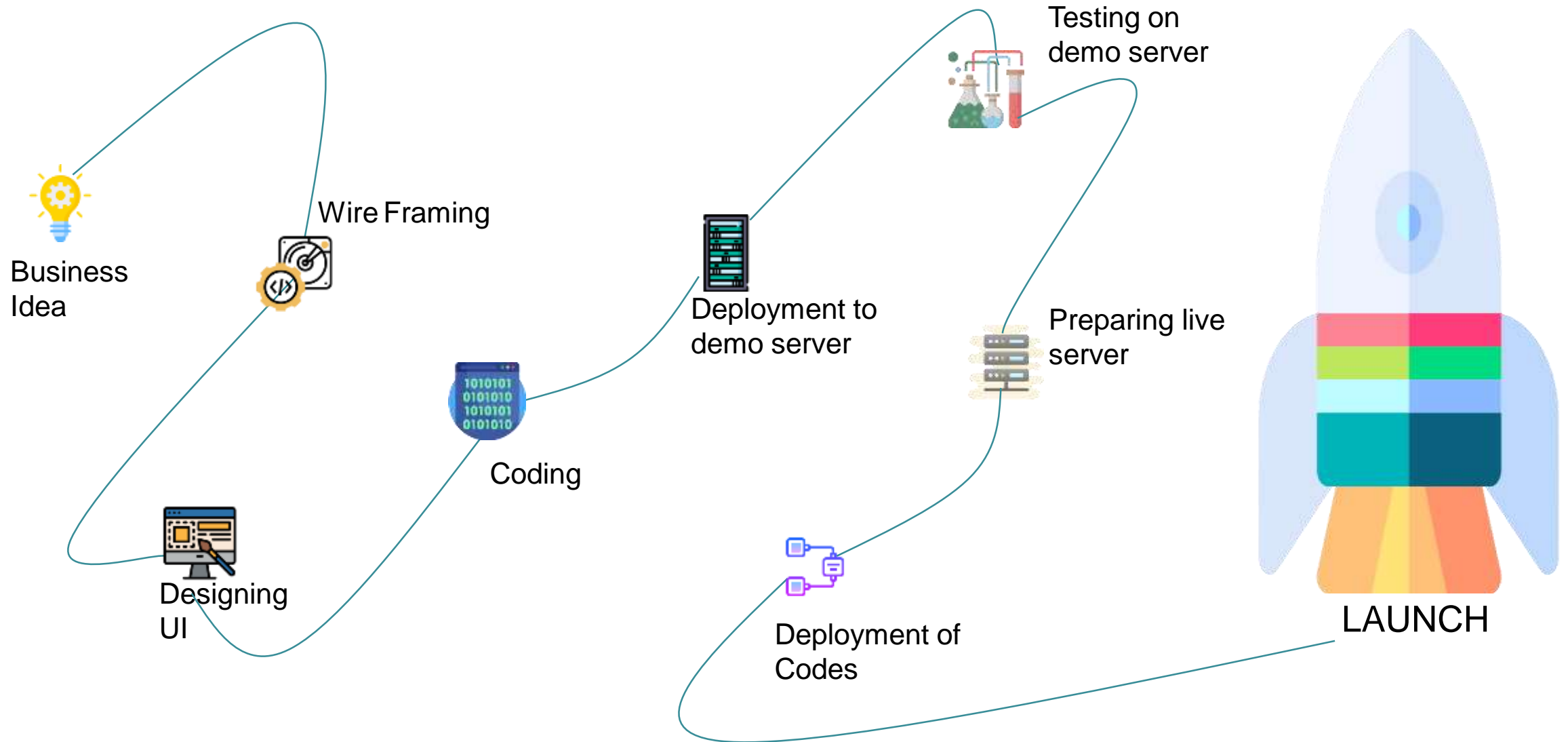
G2B is online commercial interaction between government and private corporations.



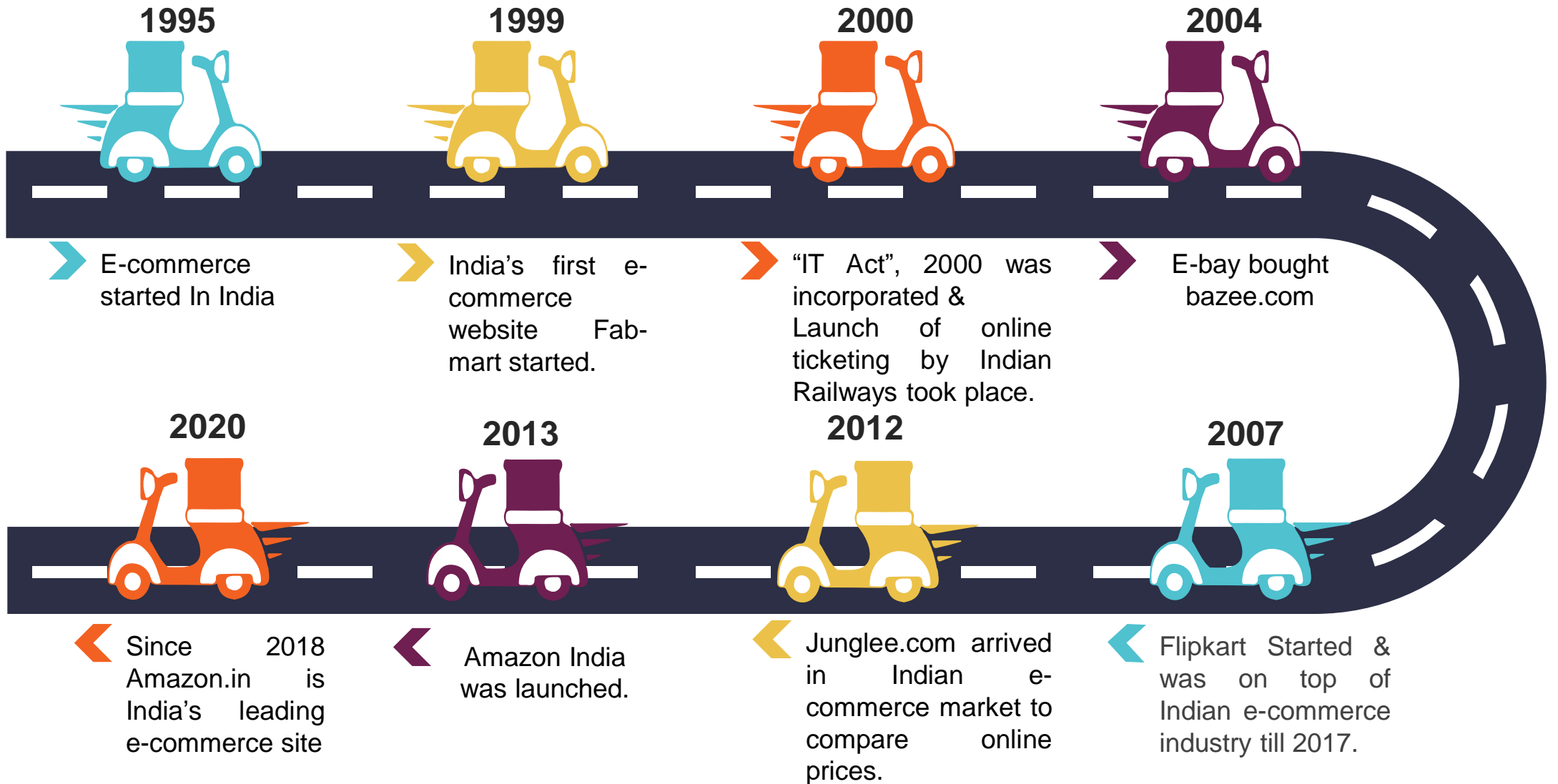
B2C Ecommerce

B2C is a process of selling products and services directly between a business and people who are the end-users of its products or services..

3. E-commerce Development Stages



4. E-commerce Timeline



5. E-commerce Attributes





GROWING DEMAND

- India is the quickest developing Web based business market and is depended upon to develop at roughly 1,200% by 2026. Indian Web business market is needed to arrive at USD 84 billion by 2021.



ATTRACTIVE OPPORTUNITIES

- India's start-up ecosystem is increasing, which is very much upheld by great FDI strategies.
- Government activities like Start-up India and Digital India, just as rising web infiltration driven by big market players like Reliance Jio, Bharati Airtel.



POLICY SUPPORT

- 100% FDI is allowed in B2B online business.
- 100% FDI under the programmed course is allowed in the model of E-commerce.



INCREASING INVESTMENT

- E-commerce and consumer internet companies in India received more than USD 4.32 billion from private value and investment major parts in 2019 and 2020.

7. E-commerce Strengths and Obstacles

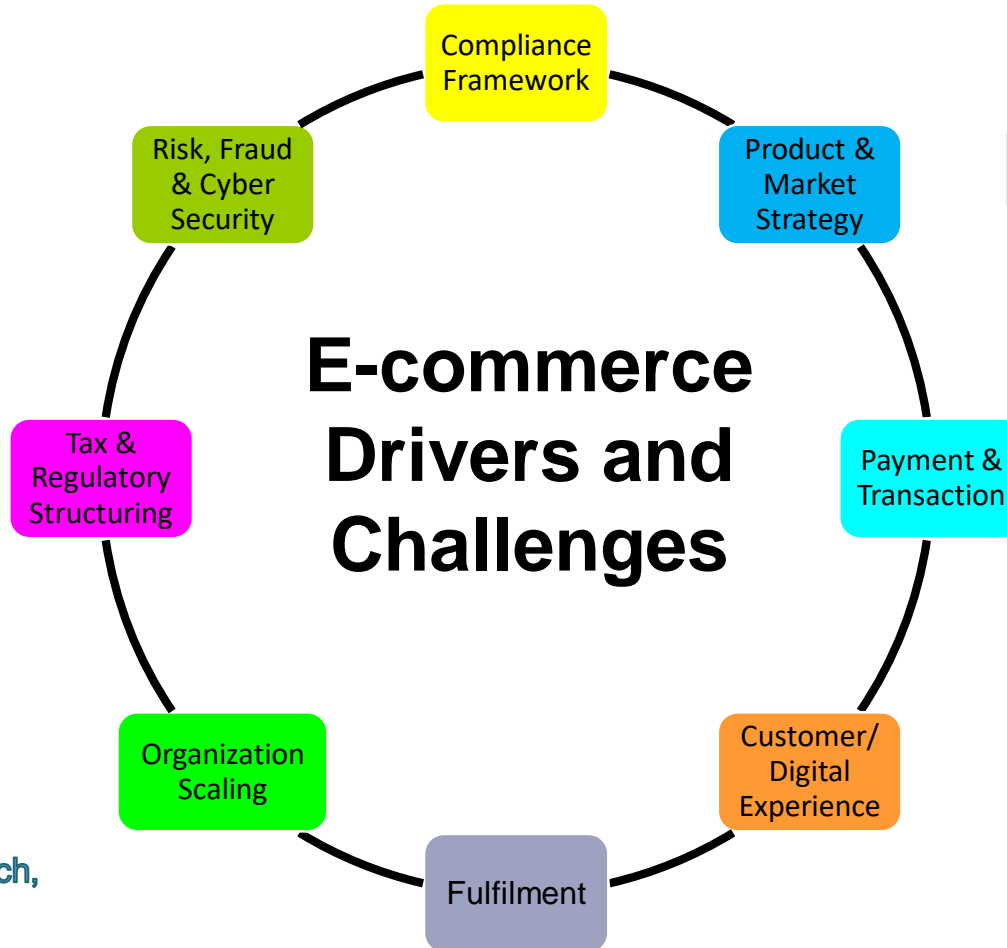


- Brand Risk
- Insider threat
- Website Uptime
- Employee- Vendor nexus
- Bribery and Corruption
- Suppliers from OFAC, sanctioned countries

- Cyber law compliance
- Inefficient anti-corruption framework
- FEMA contraventions and regularization
- Tax Technology
- Legal Exposure



- Customer experience- rich, fresh and simple
- Limited omni-channel options and experience
- Inconsistent brand experience
- Proliferation of technologies



- Physical infrastructure
- High reverse logistics cost
- Lack on innovation
- Reverse logistics management

- Security and privacy breach
- Fictitious Transactions
- RBI restrictions for prepaid instruments/e-wallets
- Cross-border tax/regulatory issue

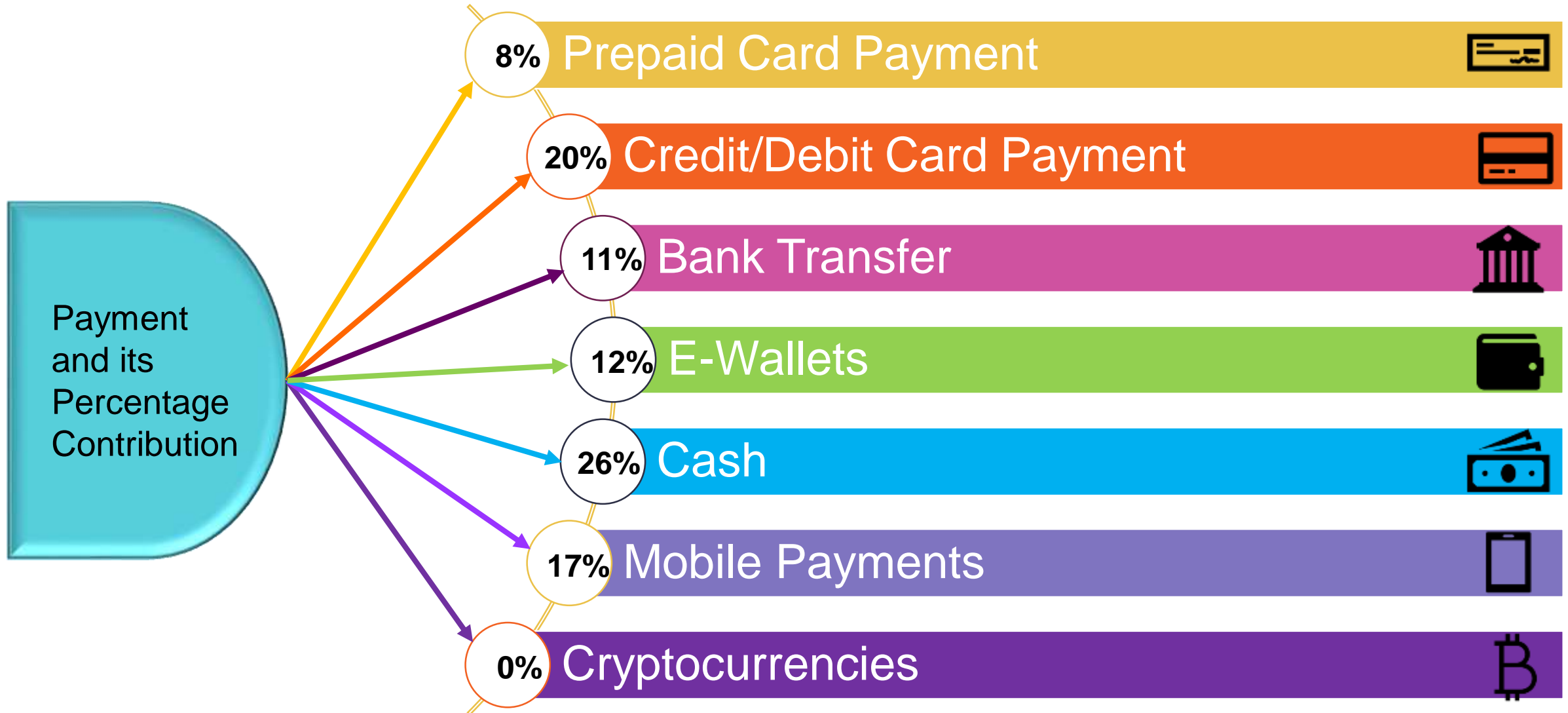


- Rapidly evolving customer segments , product portfolios
- Private/white label strategy for markets
- Market intelligence; growth, size and share
- Multiple customer engagement platforms



- Organization design in pace
- Evolving roles, responsibilities and KRAs
- Performance
- Lack of synergy between business
- Transforming IT

8. Payment Modes of E-Commerce



- **Gaining Momentum of Government Initiatives.**

- **Growth in Smartphone Adoption.**

- **Expansion in the Internet Penetration.**

- **GST to Enhance the Growth of E-commerce.**

- **Evolution of New Payment Solutions.**

- **Partnership of Logistics with Hyper-Local Companies.**



10. E-commerce: Benefits and Drawbacks

Low Entry Cost

Access to Global Market

Secure Market

No Checkout Queues

Easy Access 24x7

Wide Range of Variety

Faster Buying Process

Store and Product Posting

Cost Reduction

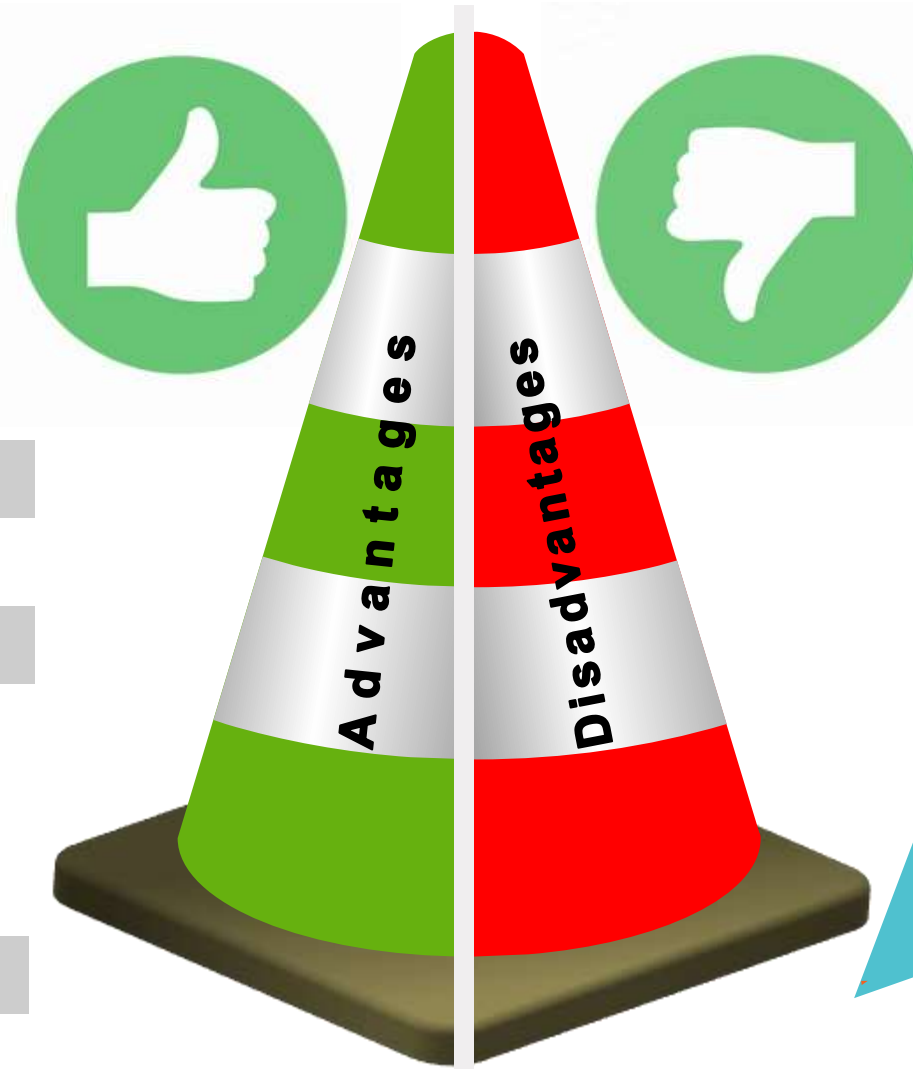
Affordable Marketing

Flexibility for Customers

No Reach Limitations

No Reach Limitations

Several Payment Modes



Absence of Personal Touch

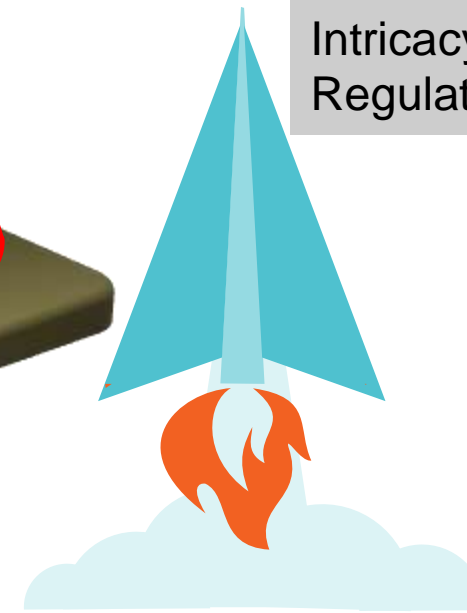
Absence of Tactile Experience

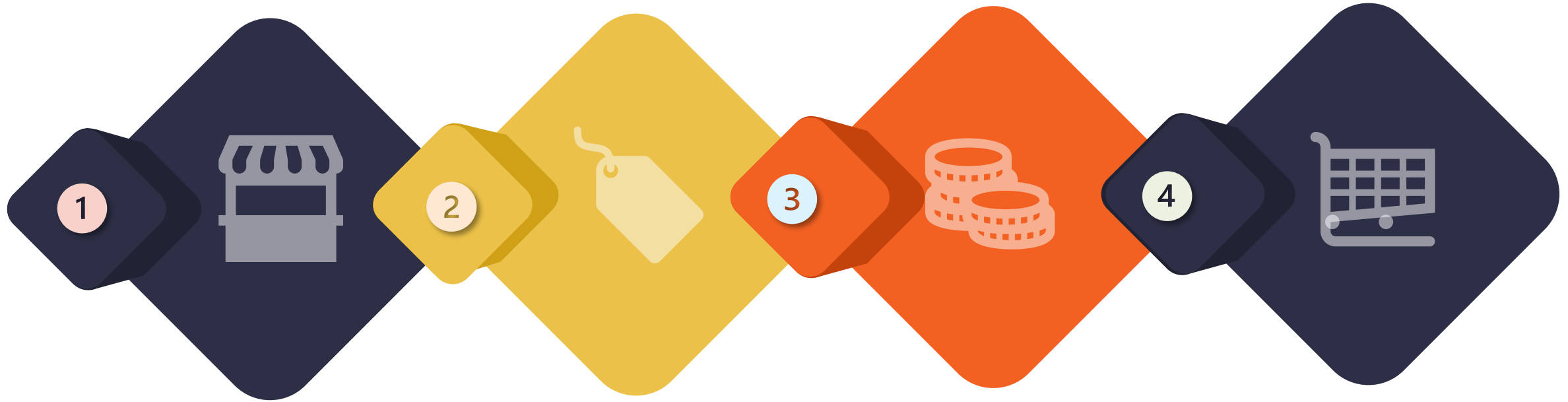
Internet Access

Credit card Fraud

IT Security Issues

Intricacy in Taxation,
Regulations and Compliance





- **The Reserve Bank of India (RBI)** has chosen to allow “interoperability” among prepaid payment instruments (PPIs) such as Digi-wallets, prepaid cash coupons and UPI.
- The heavy investment of **Government of India** in rolling out the fibre network for 5G will help Online Business in India.
- In the union budget of 2018-19, **the government has allocated Rs. 8000 crore (US\$1.24 billion)** to Bharat Net project, to provide broadband services to 150,000-gram panchayats.
- **Government e-Marketplace (GeM)** signed a Memorandum of Understanding (MoU) with PSU Bank of India to facilitate a cashless, paperless transaction for an array of services in October 2019.

12. Government Initiatives

For the development of e-commerce in India Govt. has taken various steps/initiatives, some of them are shown below:



#startupindia

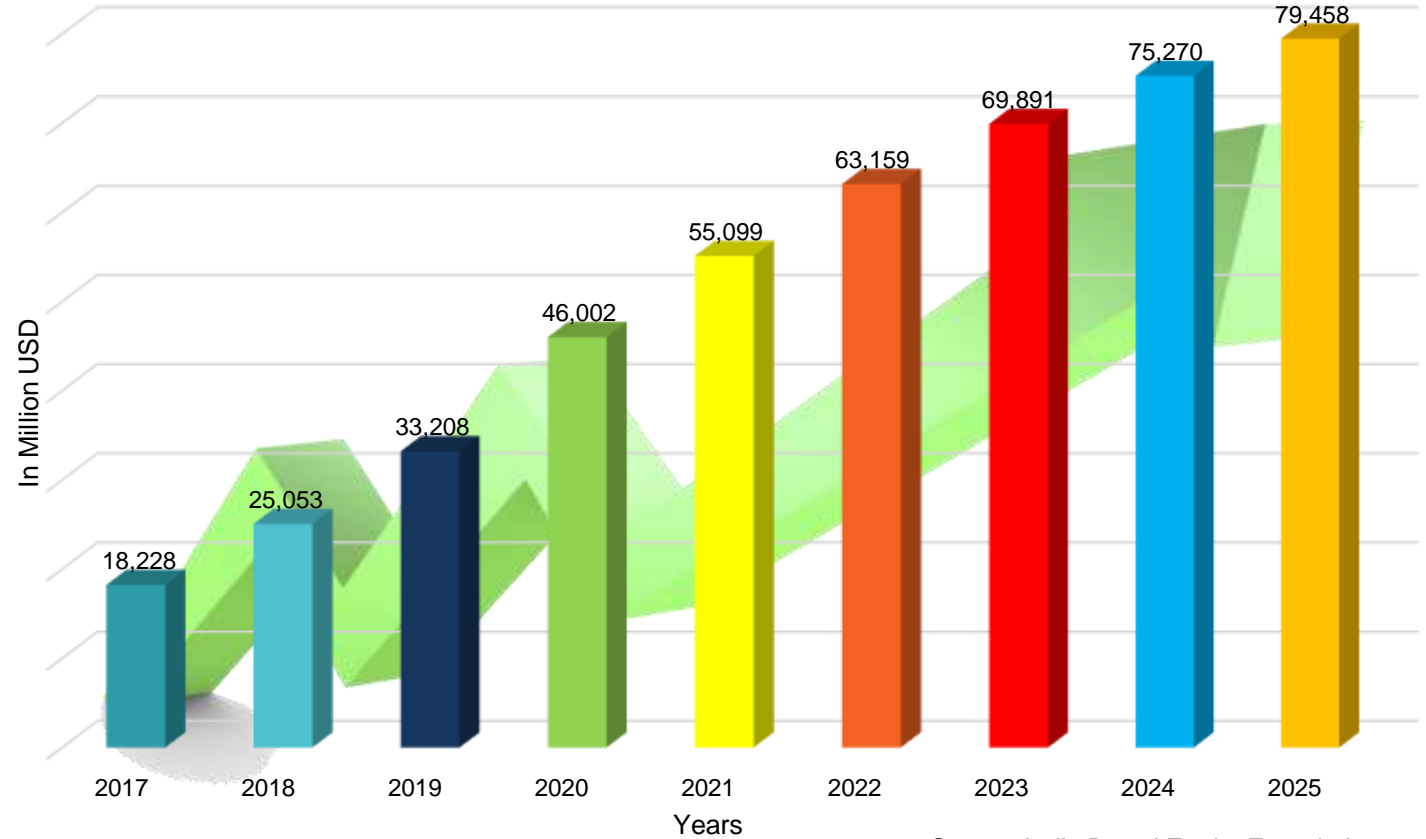
The text '#startupindia' is written in a bold, sans-serif font. The 'i' in 'india' is blue, and the 'a' is green. A small green and yellow graphic element is positioned below the 'a'.

RuPay

The text 'RuPay' is written in a large, bold, blue, sans-serif font. To the right of the 'y' is a stylized arrow pointing right, colored in the Indian flag's saffron, white, and green.

13. E-commerce Growth

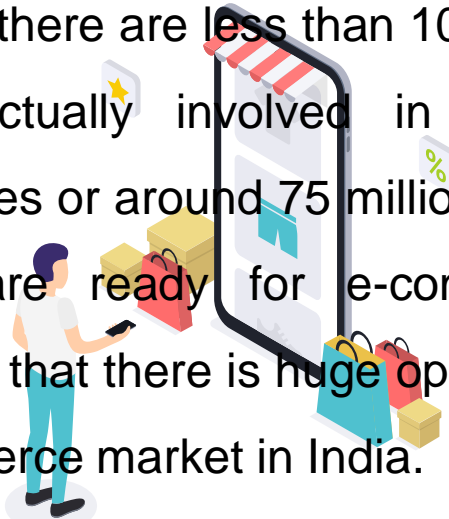
E-commerce has transformed the way business is done in India. The Indian E-commerce business is expected to develop to US\$ 80 billion by 2025 from US\$ 18 billion as of 2017. Growth is expected from the next 100 million users with starkly different demographical backgrounds and preferences vis-à-vis existing users.



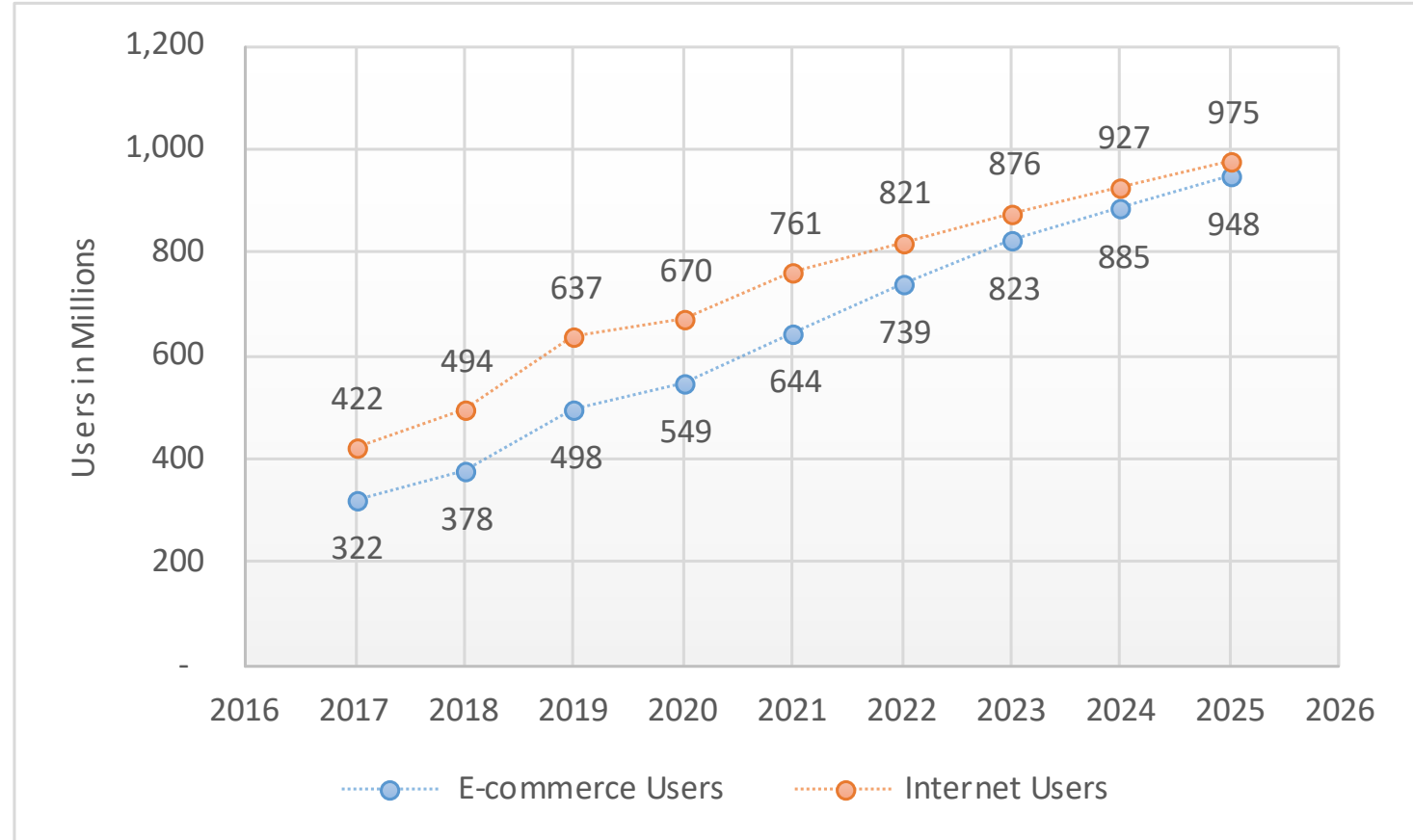
Source-India Brand Equity Foundation

14. E-commerce Users V/s Internet Users

As per present scenario there are about 700 million internet users in India out of which there are less than 100 million who are actually involved in e-commerce activities or around 75 million households that are ready for e-commerce, this shows that there is huge opportunity in e-commerce market in India.



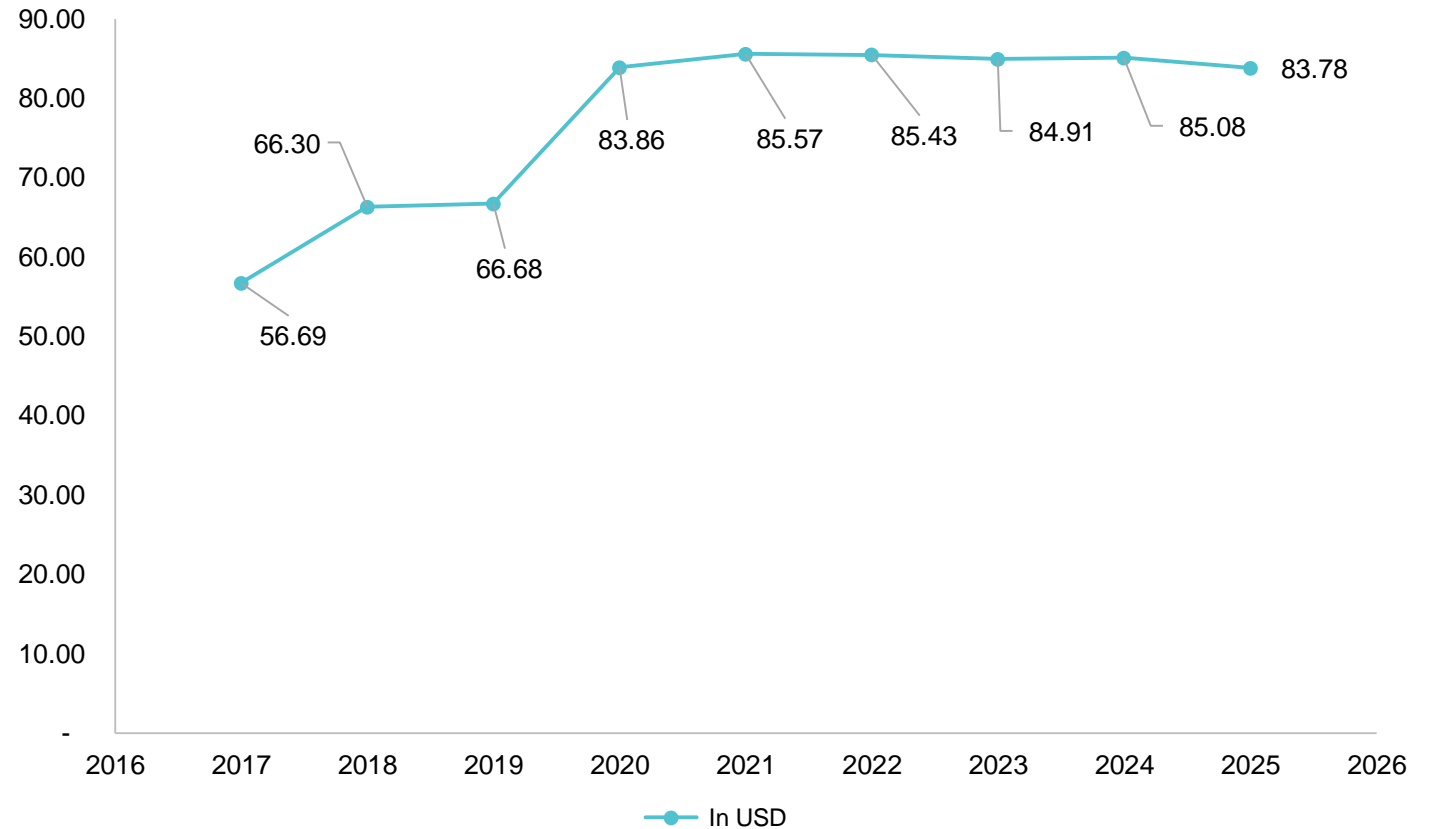
As per studies, by 2025 almost every internet user would be visiting e-commerce sites.



Source-India Brand Equity Foundation and Statista

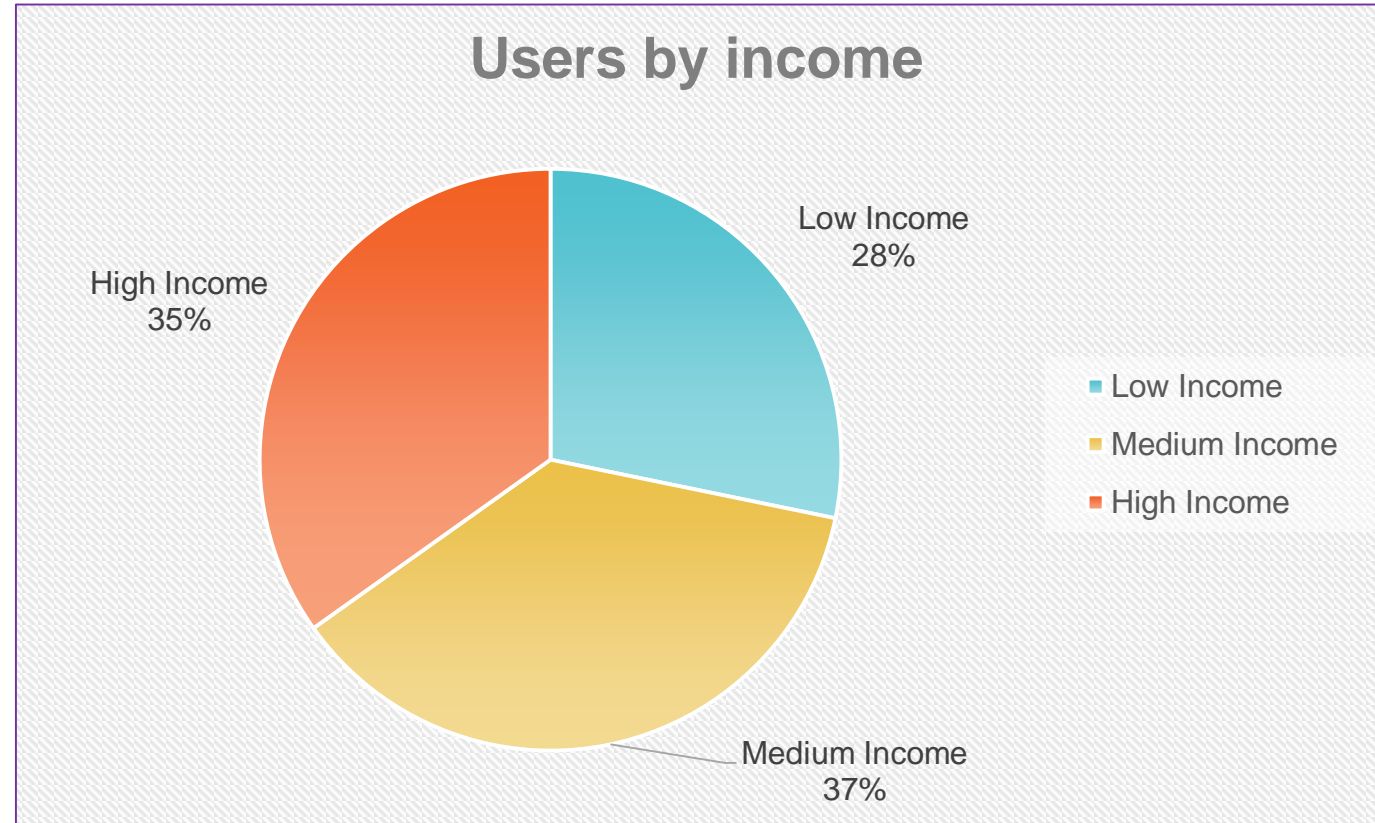
15. Average Revenue Per User (ARPU)

The introduction of the government's Digital India initiative hand in hand with the increasing internet penetration over the recent years, resulted in increase in digital payments. As digital payment increases, people tends to spend more on E-commerce platforms. Thus, resulted in increase in ARPU. As of 2020, there are about 670 million active internet users which is tends to increase wrt time.



16. Internet Users by Income

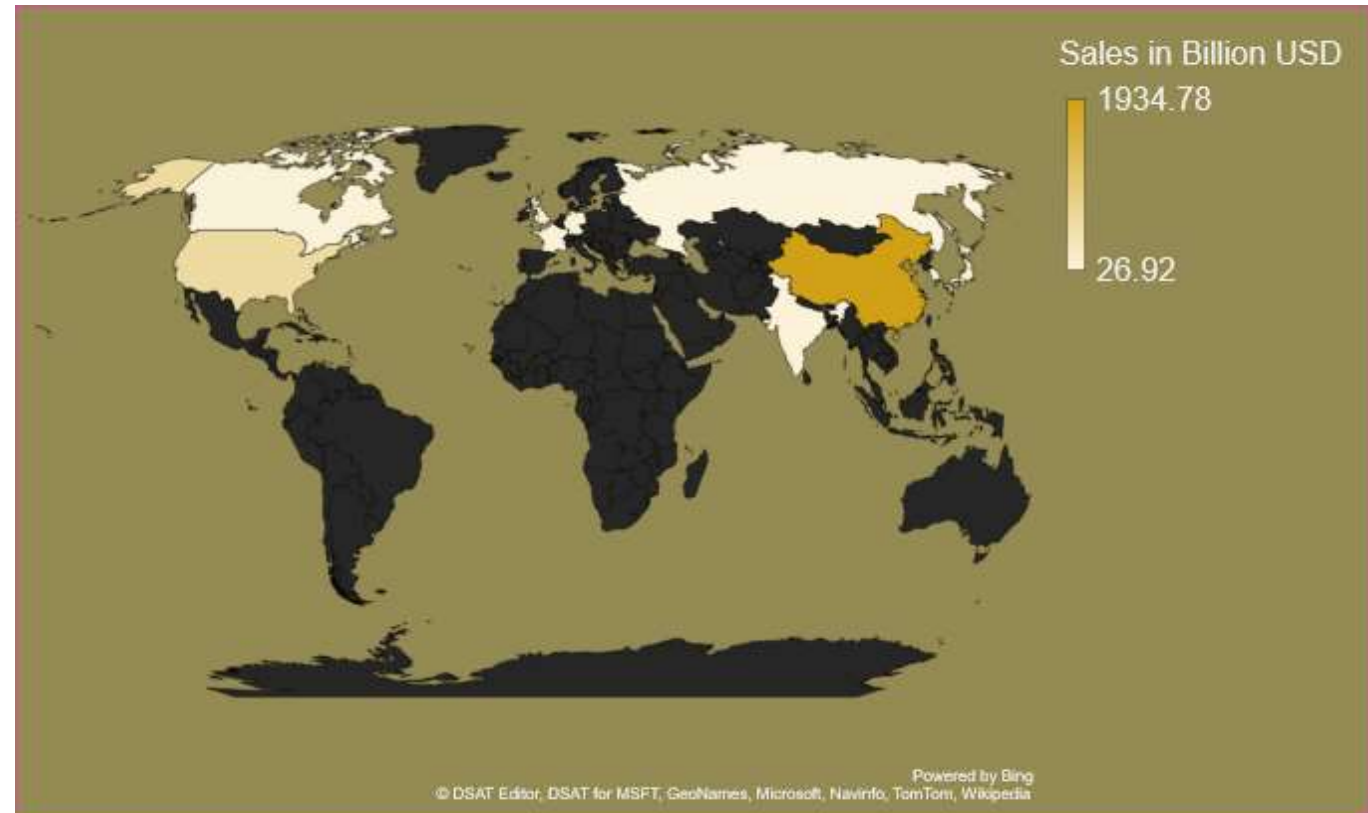
In 2020, India had nearly 700 million internet users across the country. This figure was expected to increase to more than 974 million clients by 2025, showing a major market potential in internet providers for the south Asian country. In fact, India was positioned as the second biggest online business worldwide in 2019, falling behind only to china. The quantity of internet users was estimated to grow in both urban as well as rural areas, demonstrating a powerful development in admittance to web.



17. E-commerce India V/s World

India still stands behind many developed countries. However, India's large population gives it advantage over many other developing/developed countries.

Rank	Country	Sales in Billion USD	Percentage of National Population
1	China	1934.78	63.33%
2	US	586.92	96.26%
3	UK	141.93	94.62%
4	Japan	115.40	90.87%
5	South Korea	103.48	95.10%
6	Germany	81.48	86.00%
7	France	69.43	80.50%
8	Canada	49.80	92.70%
9	India	46.05	54.40%
10	Russia	26.92	76.01%



18.Reasons of Failing E-Commerce



Lack of Funds

- On close perception, it is evident that insufficient funding or the lack of it caused most of the startups to shut down.



Highly Anticipated Model

- A portion of the Online business fizzles in light of the fact that their profoundly expected models were not fitting for Indians.



Poor Customer Service

- Some Online business bargain on client assistance; the trade off consistently brings about the conclusion of business.



Lack of Focus

- Business people ought to likewise zero in on the legalities which may cause disturbances later on.



Competition in Market

- Some of the E-commerce fails because there is high competition in market and their rivals provide better product quality.
- Snapdeal is the best example.



Travel & Tourism

- Thomas Cook
- Cox & Kings

Food



- Uber Eats
- Food panda
- Doodhwala
- TinyOwl

Health & Medicine



- Doc Talk
- Ask Me

Shopping



- Shop clues
- Snapdeal
- E-bay
- Just Buy Live



Payment/ Recharge

- Oxygen Wallet
- Free-charge
- M-pesa

20. Big players



Overview

Foundation: 2010
 Revenue: Rs. 11,250 Cr
 Employees: 10,00,000
 Active Buyers: 322.54 mn
 Market Valuation: \$16 bn

Business Model

Units like prime and advertising business are highly tied to the e-commerce platform.

Amazon India HQ, Hyderabad



Overview

Foundation: June 2015
 Revenue: Rs. 1 Cr
 Employees: 1000
 Active Buyers: 322.54 mn
 Market Valuation: \$ 120 mn

Business Model

Units like prime and advertising business are highly tied to the e-commerce platform. Selling directly to consumers and deal with all of the logistics.

Net meds HQ, Chennai



Overview

Foundation: October 2007
 Revenue: Rs. 43,615 Cr
 Employees: 30,000
 Active Buyers: 242.62 mn
 Market Valuation: \$ 24.9 bn

Business Model

The company is currently targeting three broad domains – Commerce, Supply Chain and Advertisement.

Flipkart HQ, Bengaluru



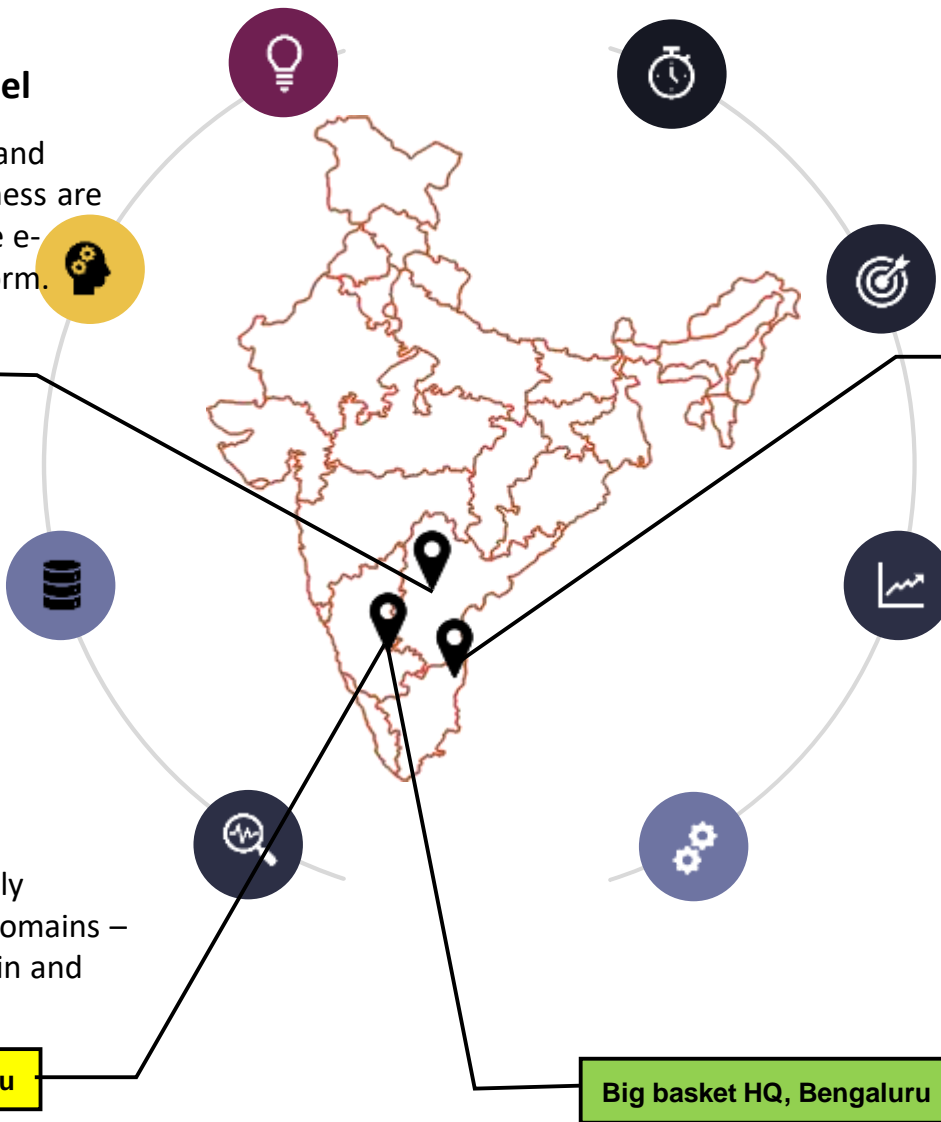
Overview

Foundation: October 2011
 Revenue: Rs. 2380.95 Cr
 Employees: 4138
 Active Buyers: 10 mn
 Market Valuation: \$ 2 bn

Business Model

Big basket is a delivery platform but as a business it is spread out into everything from procurement to supply chain and logistics.

Big basket HQ, Bengaluru



21. Big players



Overview

Foundation: 2014
Revenue: Rs. 875 Cr
Employees: 218,000
Active Visitors: 0.2 mn
Market Valuation: \$ 3.6 bn

Business Model

Its business model is based on a hyper local on-demand food delivery business model. It acts as a bridge between eaters and restaurants

Swiggy HQ, Bengaluru

Yatra HQ, Gurugram



Overview

Foundation: August 2006
Revenue: Rs. 6.6 Cr
Employees: 2000
Active Visitors: 0.35 mn

Business Model

Yatra is enormously subject to its air business with almost 65% of its income coming from the tagging industry and the excess from occasions, lodgings and publicizing.



Overview

Foundation: 1999
Revenue: Rs. 165 Cr
Employees: 2917
Active Buyers: 47.23 mn

Business Model

It connects suppliers and buyers. The business model involves charging subscription fee from suppliers in exchange for listing their products on the website.

India mart HQ, Noida



Overview

Foundation: 2007
Revenue: Rs. 400.7 Cr
Employees: 1325
Active Buyers: 43.25 mn
Market Value : \$ 1 bn

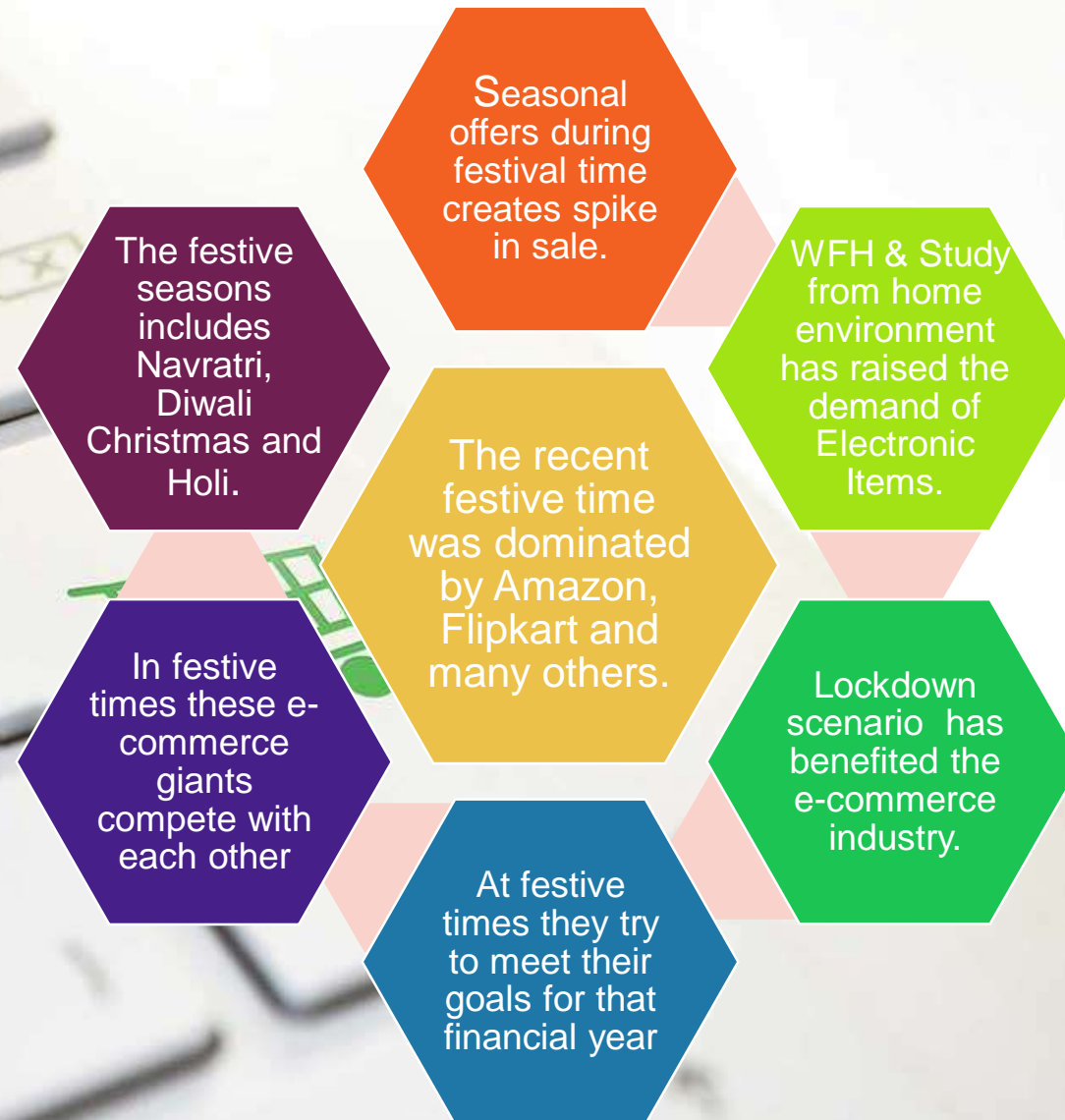
Business Model

It charges the convenience fee on every ticket which is booked on their platform.

Book my show HQ, Mumbai



22. Impact of Festive Time



23. Impact of Covid-19 on E-commerce Business

Consumers have switched from shops, supermarkets to online portals.

Customers want to avoid stepping out unless it's very critical.

WFH & Study from home environment has raised the demand of Electronic Items

FACT

China is the largest e-commerce market in the world with the value of around \$ 672 billion.



E-commerce sites are focused to offer niche products that aren't available at other online stores.

According to IBEF, the market opportunities for online commerce in India are expected to touch \$ 200 billion.

Increase in E-commerce business, local retailers are joining E-commerce platform

FACT

More than 60% of e-commerce orders in India are processed through cash-on-delivery payments.

24. Impact Analysis of COVID-19



Industrials

The Industrials sector will see **NEGATIVE** impact due to COVID-19 outbreak and is expected to register at Par growth rate compared to the global GDP growth



Market Impact

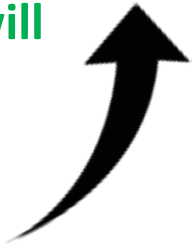
The market will have **Negative Impact** due to the spread of COVID-19.



Pandemic Impact on Market
INDIRECT

Global Cross-Border E-commerce Logistics Market 2020-2024

Market growth will **ACCELERATE** at a **CAGR of over 8%**



Incremental Growth

USD 30.79 bn



Growth for 2020

6.60%

IMPACT



Market growth in 2020 likely to **INCREASE** Compared to 2019

Expected time by when the impact on market will normalize



Market estimates to be revisited and updated in Q3-2020, based on the revaluation of the impact as the pandemic spread plateaus. The update will be available free of cost to all customers.



Q3-2021 [Best Case]



Q1-2022 [Worst Case]



Online Boost
Up to 2000

- Online Job Portals
- Online B2B and other online matrimonial portals.



Decade Dedicated to Travel
2000-2010

- Online Travel Agent.
- Emergence of new segments e.g. Travel, Financial, Shopping etc.



Rise in e-tailers
2010-2020

- Momentum of E-tailing segment continue to rise.



26. Major Acquisitions In E-commerce Market



Flipkart
acquired Myntra
in May-14 at
300 million USD



Axis bank
acquired Free-
Charge in Jul-
17 at 60 million
USD



Snapdeal
acquired Free-
Charge in Apr-
15 at 400
million USD



Walmart
acquired
Flipkart in May-
18 at 16 billion
USD



Flipkart
acquired
Phone-Pe in
Apr-16

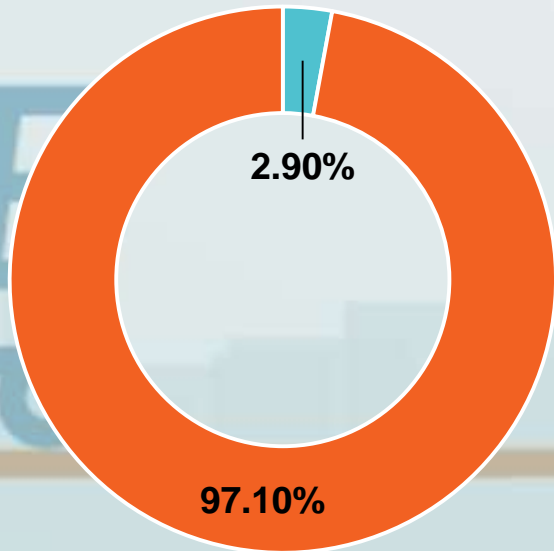


Zomato
acquired Uber
Eats in Jan-20
at 350 million
USD



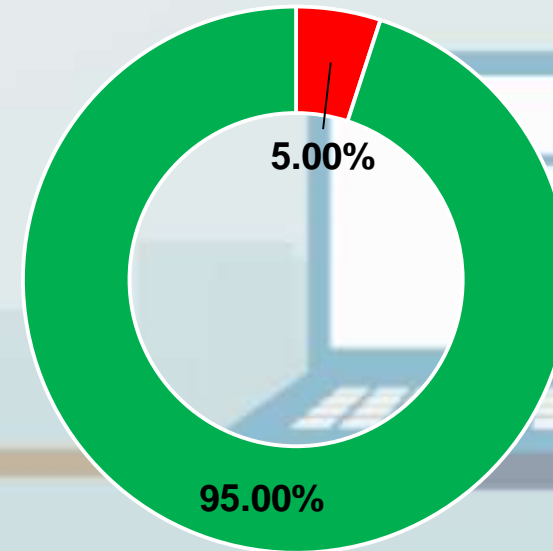
27. E-commerce V/s Offline Retail

(Share In Percentage in 2018)



■ E-commerce ■ Offline Retail

(Share In Percentage in 2020)



■ E-commerce ■ Offline Retail

VALUATION

Business & Business Interests

- Business & Equity Valuation
- Valuation of Start-up / IPO / REIT / M&A, Leverage Buyout Valuation
- Valuation of ESOPs and Sweat Equity
- Valuation for Tax, Capital Gain, Transfer Pricing
- Valuation for Financial Reporting, Fairness Opinion, Purchase Price Allocation (PPA) for M&A
- Determination of Swap Ratio under Merger and Demerger
- Valuation of Inventory / Stocks and Debentures / Receivables
- Litigation and Dispute Support

Intangible Assets

- Valuation of Brands, Goodwill, Trademark, Copyright, Patents, Other Intangible Assets & Intellectual Property
- Valuation for Financial Reporting, Fairness Opinion, Purchase Price Allocation (PPA) for (M&A)
- Impairment Studies of Intangible Assets

Financial Instruments

- Valuation of Financial Securities, Instruments & Derivatives
- Valuation for M&A Transaction, under Insolvency & Bankruptcy Code

Immovable Assets (Real Estate)

- Valuation of Land, Building Residential / Commercial / Industrial Estates
- Valuation of Infrastructure Assets, Expressways / Toll Ways & Specialized Assets
- Valuation for Capital Gain Tax, Stamp Duty, Litigation & Dispute
- Impairment Studies for Financial Reporting, PPA, Cash Generating Units
- Mines, Mineral Advisory and Valuation
- Valuation under Insolvency & Bankruptcy Code (IBC)

Movable Assets (Plant & Machinery)

- Valuation of Industrial Assets and Plant & Machinery
- Valuation of Infrastructure Assets & Specialized Assets, Power Plants
- Fairness Opinion, Purchase Price Allocation for M&A
- Impairment Studies for Financial Reporting, Cash Generating Units
- Valuation under Insolvency & Bankruptcy Code (IBC)

Transaction Advisory

- Buy side due diligence and closing due diligence
- Vendor due diligence and vendor assistance
- Sale Purchase agreement (SPA) and Business Transfer Agreement (BTA)
- Assistance in deal negotiation

RISK CONSULTING

Strategic & Risk Advisory Services

- Techno Economic Feasibility Studies
- Economic Viability & Financial Appraisal
- Business Plan Review

Technical Support Services

- Lender's & Investor's / Independent Engineer Services
- Technical Due Diligence, Technical Opinions
- Chartered Engineers Opinion & Certification
- Project Cost Investigations
- Project Appraisal & Monitoring

Agency for Specialized Monitoring (ASM)

- Term Loan Monitoring
- Working Capital Monitoring
- Cash Flow Monitoring

Financial & Treasury Risk Advisory

- Assessment Of Credit Risk, Market Risk & Interest Rate Risk
- Assets Quality Review & Stress Testing
- Assessment of Expected Credit Loss
- Assessment of Asset Liability Management & Liquidity Risk

INVESTMENT BANKING

- M&A Advisory:
 - Sell Side, Buy Side
 - Domestic & Cross Border
- Partner, Joint Venture & Strategic Alliances
- Government Disinvestment & Privatization
- Fund Raising – Equity, Mezzanine, Structure Finance & Debt
- Distress Investment Banking – One – Time Settlement, Priority and Interim Funding, Rescue Financing and Buyouts

DISPUTE & LITIGATION SUPPORT

- Valuation Services
- Damages & Loss of Profit Assessment
- Independent Expert Testimony
- Anti – Trust & Competition Advisory
- Post – Acquisition Disputes, Joint Venture & Shareholder Disputes
- Civil & Construction Disputes, Real Estate Disputes
- Intellectual Property Rights Dispute

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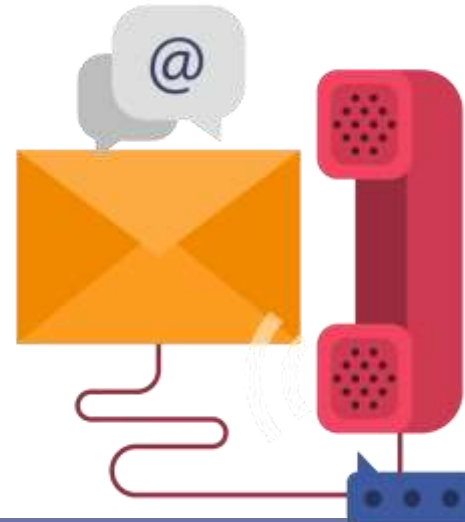
(Sr. Manager Valuation)

B.Tech Civil

AFTAB ALIM

(Asst. Manager Valuation)

B.Tech Civil



ABHINAV CHATURVEDI

(Asst. Manager Valuation)

B.Tech Civil

SHASHANK TIWARI

(Associate Valuation)

B.Tech Civil