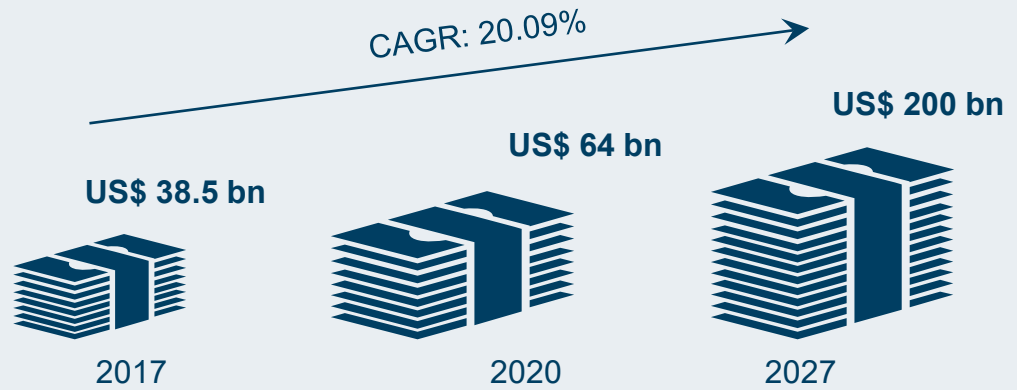




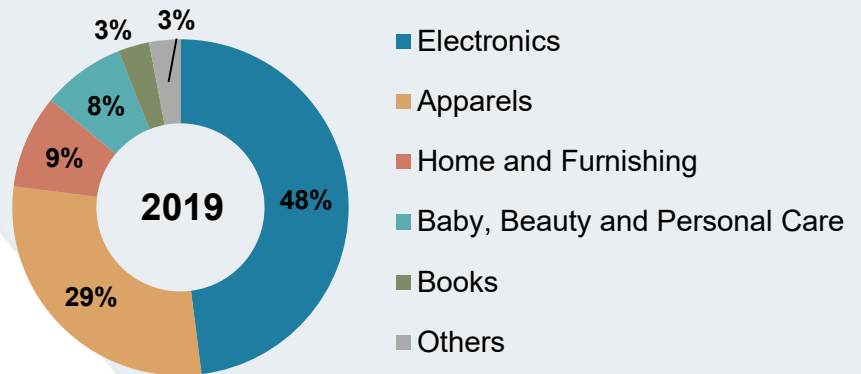
# E-Commerce

## Market Size



**Trend point:** The e-commerce market in India is expected to increase at a CAGR of 20.09 per cent from US\$ 39 billion in the end of 2017 to US\$ 200 billion by 2027.

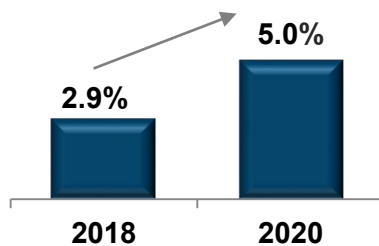
## Sector Composition



Currently, there are 1-1.2 million transactions per day in e-commerce retailing.

## Key Trends

### Online Retail vs Total Retail



### Internet Users In India (mn)



Note: F – Forecast, 9M 2019 – As of September 2019

## Government Initiatives



Digital India



Start Up India



Digital Udaan