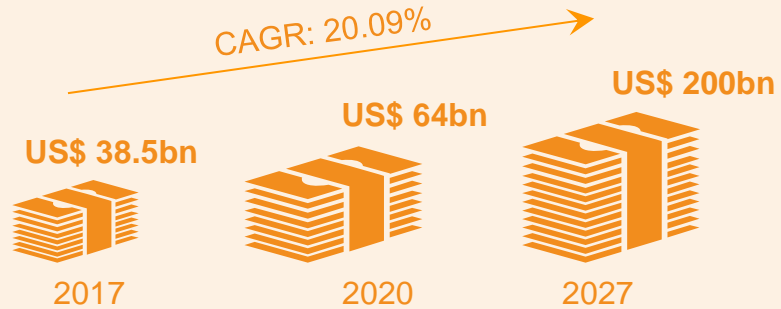


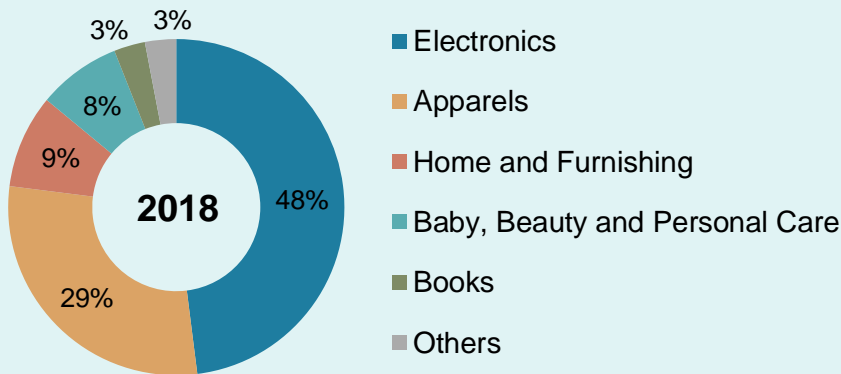


E-Commerce

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.

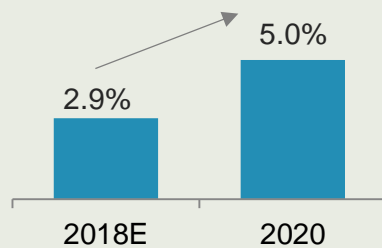


Sector Composition

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

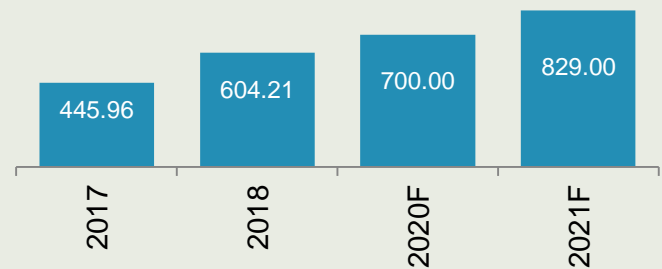
Key Trends

Online Retail vs Total Retail



Note: E - Estimated

Internet Users In India (mn)



Note: F - Forecast, Q2 2018 - As of June 2018



Digital India



Start Up India



Digital Udaan

Government Initiatives