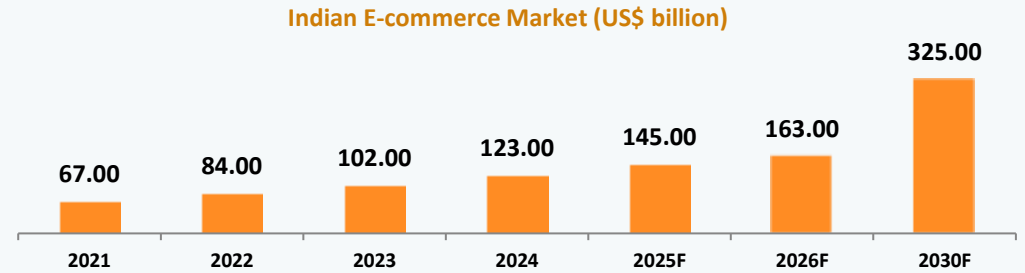




E-COMMERCE



MARKET SIZE

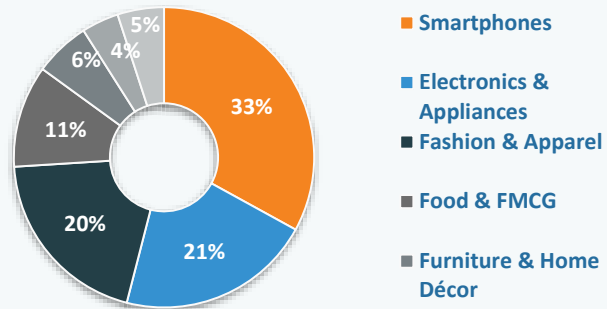


Note: F – Forecast



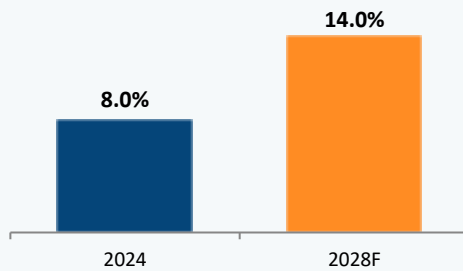
SECTOR COMPOSITION

Shares of Various Segments in e-commerce Retail (2022)

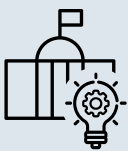
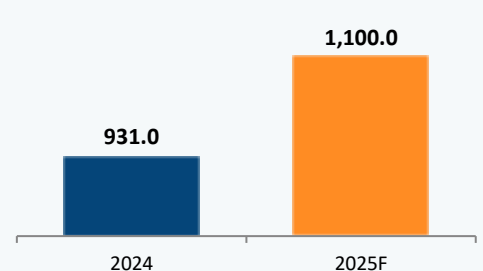


KEY TRENDS

Online Retail vs. Total Retail



India's Smartphone User Base (million)



GOVERNMENT INITIATIVES

Government e-Market Place (GeM)

National Retail Policy

Consumer Protection Rules 2020



ADVANTAGE INDIA

- Growing demand:** The Indian e-commerce industry is projected to reach US\$ 325 billion by 2030, experiencing significant growth. Third-party logistics providers are anticipated to manage approximately 17 billion shipments within the next seven years. India has approximately 800 million internet subscribers, including about 350 million mature online users actively engaging in transactions.
- Increasing Investment:** The indigenous e-commerce giant Flipkart is poised to raise US\$ 1 billion in a new funding round, with its parent company Walmart anticipated to contribute US\$ 600 million. Google LLC is investing US\$ 350 million in Flipkart as part of a nearly US\$ 1 billion funding round led by Walmart Inc., Flipkart's majority stakeholder, with the investment aimed at expanding Flipkart's business and modernizing its digital infrastructure to serve customers across India, and the two companies also plan to increase Flipkart's use of Google's cloud platform.
- Policy support:** 100% FDI is allowed in B2B e-commerce. As per the new guidelines on FDI in E-commerce, 100% FDI under automatic route is permitted in the marketplace model of E-commerce.
- Attractive opportunities:** In 2023, social commerce significantly transformed traditional retail and e-commerce in India, with projections indicating a growth rate of 31% CAGR, reaching US\$ 37 billion by 2025.