

## 100 million Indian consumers to shop online in 2017

### INDO-ASIAN NEWS SERVICE

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With the rise of digital natives, better logistics, broadband and internet-ready devices, the number of consumers shopping online is going to cross 100 million this year from 69 million in 2016, according to a joint study by Assocham and Resurgent India.

As per the findings of the study, Bengaluru lead the cities shopping online in 2016, followed by Mumbai and Delhi.

It revealed that Indian e-tail looks even more promising, up from \$3.59 billion in 2013 to \$5.30 billion in 2014 (an increase of 48 per cent); by the end of 2018, it is expected to touch \$17.52 billion (with a growth of 65 per cent).

### M-commerce

In 2017, mobile commerce will become more important as most of the companies are shifting to m-commerce.

"Mobile already accounts for 30-35 per cent of e-commerce sales, and its share will jump to 45-50 per cent by 2017," added the report.

"There is a surge in the number of people shopping on mobile across India with tier II and



III cities displaying increased dominance. In fact, 50 per cent traffic is coming from mobile, and a majority of them are first-time customers."

2017 will see large-scale growth in the Indian e-commerce sector with increased participation from people across the country.

The industry will continue to drive more employment opportunities, and contribute towards creating more entrepreneurs through the e-commerce marketplace model.

The joint study said the total retail sales in India will likely increase from the \$717.73 billion during 2014 to touch \$1,244.58 billion by 2018.

The total retail sales is growing at an impressive rate of 15 per cent, registering a double-digit growth figure year after year.

## Number of Online Shoppers May Cross 100 M by End of 2017

Our Bureau

**Mumbai:** The number of consumers who buy online is expected to cross 100 million by 2017 end compared with 69 million last year, boosted by the rise of, among others, better logistical infrastructure and broadband and Internet-ready devices, an ASSOCHAM-Resurgent India study said.

The Indian e-retail market is likely to jump 65% on year in 2018 to \$17.52 billion, the study released on Monday showed. The market was at \$3.59 billion in 2013 and \$5.30 billion in 2014.

"The year 2017 will see large scale growth in the Indian ecommerce sector with increased participation from people across the country. This industry will continue to drive more employment opportunities and contribute towards creating more entrepreneurs through the ecommerce marketplace model," the report said.

It also said that demonetisation and a reduction in cash transaction, along with improvement of net banking facilities, can actually throw up opportunities for the Indian ecommerce sector.

Mobile commerce is likely to jump to 45-50% in 2017 against the current 30-35% of ecommerce sales. The study added that 50% sales come from mobile with majority being first-time users.

Though China and Mexico are in direct firing line of Donald Trump, India needs to watch out



— D.S. Rawat,  
Secretary General,  
Assocham

# India must build bridges, during US-China trade war: ASSOCHAM

New Delhi

In an escalating trade war triggered by the US President elect Donald Trump with Mexico and China, India may find itself in the cross fire with collateral damage to its economy, particularly to sectors such as information technology and select goods exports to the American market, an ASSOCHAM paper has said.

"Though China and Mexico are in direct firing line of Donald Trump, India needs to watch out and must build bridges with the upcoming American administration and assuage the concerns about the American jobs," it said. Those who thought the Trump threat to the American companies against job outsourcing to China and Mexico, particularly in the manufacturing, was only an election rhetoric is in a rude shock, reports ANI.

The paper further stated

that the Trump threat to protect the US interest in an inward looking manner is for real now. The manner in which Ford has announced scrapping of its USD 1.68 billion plan to set up a manufacturing plant in Mexico shows that Trump means business when it comes to carrying out the threat of heavy border tax on the US firms which, as he calls it, ship the jobs abroad.

"India should not sit and watch the trade war among the big economies, mainly the US and China from the sidelines. We must take proactive steps to ensure that we remain on the right side of the upcoming US administration; or else the impact could be on the Indian services exports to the American firms," added ASSOCHAM.

"With its economy being aggressively export driven, particularly in manufacturing, China would look for alternative export destinations out-

side the US in Europe and Asia." In the coming months, China would double up dumping of its goods to countries like India as it gets entangled with the US over trade barriers. The dumping from China has been quite severe in the recent few years in areas like steel aggravating the problems of the Indian industries. Under the given circumstances, the Indian government along with trade bodies must work for an effective lobbying to explain to the US policy makers as to how free trade, more so, in services would help the US and the Indian companies. "If the US gives jobs to Indians in back-end operations, India gives a huge market to the giants like Google, Microsoft and Intel who are all now looking at the digital expansion in the Indian economy. So, it is a win-win situation for both the countries," the ASSOCHAM Secretary General said.

## ‘10 करोड़ से ज्यादा होगी ई-शॉपिंग करने वालों की संख्या’

[ईटी ब्यूरो | मुंबई]

ऑनलाइन खरीदारी करने वाले कंज्यूमर्स की संख्या साल 2017 में 10 करोड़ को पार करने की उम्मीद है। पिछले वर्ष यह आंकड़ा 6.9 करोड़ कंज्यूमर्स का था। एसोचैम-रिसर्च इंडिया की स्टडी में कहा गया है कि इंफ्रास्ट्रक्चर बेहतर होने और ब्रॉडबैंड और इंटरनेट की सुविधा वाले डिवाइसेज की अधिक उपलब्धता से ऑनलाइन खरीदारी करने वालों की संख्या में बढ़ोतरी होगी।

2018 में देश का ई-कॉमर्स मार्केट 65 पसैंट बढ़कर 17.52 अरब डॉलर पर पहुंच सकता है। 2013 में यह मार्केट 3.59 अरब

डॉलर और 2014 में 5.30 अरब डॉलर का था। रिपोर्ट के मुताबिक, '2017 में भारतीय ई-कॉमर्स सेक्टर में बड़े स्तर पर ग्रोथ होगी और देश भर के लोगों की इसमें हिस्सेदारी बढ़ेगी।

इंडस्ट्री से रोजगार के मौकों में इजाफा होना जारी रहेगा और यह ई-कॉमर्स मार्केटप्लेस मॉडल के जरिए अधिक आंत्रप्रेन्योर्स को तैयार करने में योगदान देगी।' रिपोर्ट में कहा गया है कि डीमॉनेटाइजेशन और कैश ट्रांजैक्शंस में कमी के साथ ही नेट बैंकिंग सुविधाओं में सुधार होने से वास्तव में देश के ई-कॉमर्स सेक्टर के लिए मौके बढ़ सकते हैं। 2017 में मोबाइल कॉमर्स में 45-50 पसैंट की बढ़ोतरी होने का अनुमान है। स्टडी में बताया गया है कि 50 पसैंट सेल्स मोबाइल से आती है और इसमें पहली बार के यूजर्स की बड़ी संख्या होती है। इसके अलावा टियर दो और तीन शहरों में भी मोबाइल पर शॉपिंग करने वालों की संख्या में बढ़ोतरी दर्ज की गई है। रिपोर्ट में कहा गया है कि 2016 में बेंगलुरु में ऑनलाइन शॉपिंग को सबसे अधिक पसंद किया गया। इसके बाद मुंबई और दिल्ली का नंबर था। बेंगलुरु की जनसंख्या में से 69 पसैंट ने 2015-16 में रोजाना के इस्तेमाल वाले प्रॉडक्ट्स को ऑनलाइन खरीदना पसंद किया। यह संख्या इस वर्ष बढ़कर 75 पसैंट पर पहुंच सकती है।

