

## WEBINAR

# INDIAN E-COMMERCE MARKET UPDATE

## Opportunity to collaborate with Bigbasket, India's largest online food and grocery store

### ABOUT THIS WEBINAR

Join this webinar and receive an update on the Indian e-commerce market including emerging trends, growth drivers, regulations, route to market, customer segmentation, preferences and specific opportunities with India's largest online food and grocery store.

The webinar is aimed at Australian businesses who are keen on the Indian Fast Moving Consumer Goods (FMCG) market and would like to explore listing their product in the Indian e-commerce market.

### WHY YOU SHOULD ATTEND

- Receive a briefing on the Indian e-commerce market - trends, growth drivers, regulations, customer segments, global competition
- Understand the drivers for online grocery (fastest growing online category)
- Identify niche areas and practical steps for market entry
- Gain insights from India's leading online food and grocery store
- Learn about import regulations and tips for success in the Indian market.

### MARKET INSIGHTS

- According to a Jefferies report, the Indian online retail market is expected to reach \$170 billion by FY2030, growing at 23 per cent CAGR
- In India, there are 566 million internet users, out of which 120 Mn are online shoppers. Online shopping is dominated by males, aged between 25-34 living in Metro (and Tier 1) cities
- FMCG provides higher margin (own brands), customer loyalty and stickiness and is the fastest growing category with improving supply chain logistics for perishable products
- Quality is a major concern for customer in this category.

#### Important information

**Date:**  
Thursday 11 July 2019

**Time:**  
2.30pm – 3.30pm AEST

**Cost:** No charge

#### Who should attend?

Australian businesses in the following sectors:

- processed foods
- beverages
- snack foods
- bakery and dairy products
- gluten/sugar free
- exotic fruits
- baby care
- gourmet foods
- beauty and hygiene.

*“India's online retail is growing at a faster pace, U\$170 billion by FY30, CAGR of 23%”*

- The Week, 18 April 2019

Apply now at [www.austrade.gov.au/indianecommerce](http://www.austrade.gov.au/indianecommerce)

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## SPEAKERS



### **John Madew**

**Senior Trade & Investment Commissioner and General Manager - South Asia, Austrade**

John Madew leads the Australian Government trade, investment and education promotion agency across India, Sri Lanka, Pakistan and Bangladesh with 60 staff over 10 locations.

John's been with Austrade for fifteen years including roles in the UK and Canada. Before joining the government, John worked in consulting roles for software companies, beginning his career as an analyst in credit insurance and trade finance. John holds a Bachelor of Business (Banking and Finance) and is a qualified accountant.



### **Vishal Das**

**National Group Category Head, Bigbasket – SG SPL**

Vishal is a veteran in the retail industry with his work cutting across rural to luxury formats, from fashion to hard-line, brick and mortar to e-commerce in Indian as well as International cosmopolitan markets.

In his current role, Vishal is spearheading cross border trade/imports, private labels, gourmet food and beverage, hard-lines and food innovation at [www.bigbasket.com](http://www.bigbasket.com).

Bigbasket is India's largest online grocery retailer. It is a unicorn, handling 4 Million+ orders a month with a 55 per cent market share. Bigbasket operates more than 150 warehouses with a total employee strength of 25000+ covering 30 Indian cities.

## REGISTER NOW

Register now to this free webinar at [www.austrade.gov.au/indianecommerce](http://www.austrade.gov.au/indianecommerce). The registration confirmation email will include all webinar log-on information. If you require help with registration, please call 13 28 78. Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets.

## KEY CONTACTS

### **Australia**

Jack Lu  
Trade Adviser, E-commerce  
Austrade Sydney  
T +61 2 9392 2406  
E [jack.lu@austrade.gov.au](mailto:jack.lu@austrade.gov.au)

### **India**

Vinod Kumar N  
Manager, E-commerce  
Austrade Chennai  
T +91 44 4391 3215  
E [vinod.n@austrade.gov.au](mailto:vinod.n@austrade.gov.au)

## OTHER INFORMATION OF INTEREST

<https://www.austrade.gov.au/news/insights/insight-supplying-indias-growing-food-and-grocery-retail-sector>