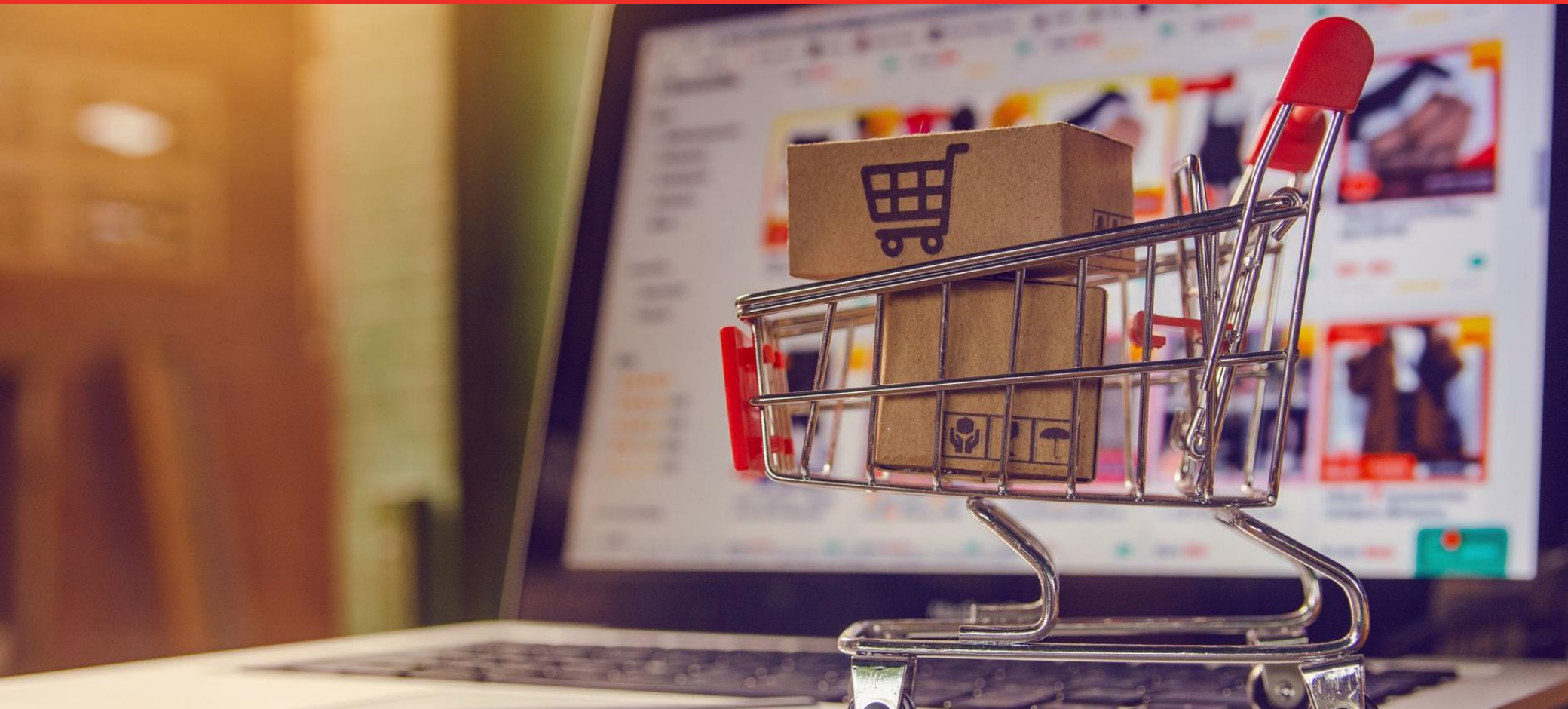


Solve. New



July 2022

New eCommerce in India

redseer

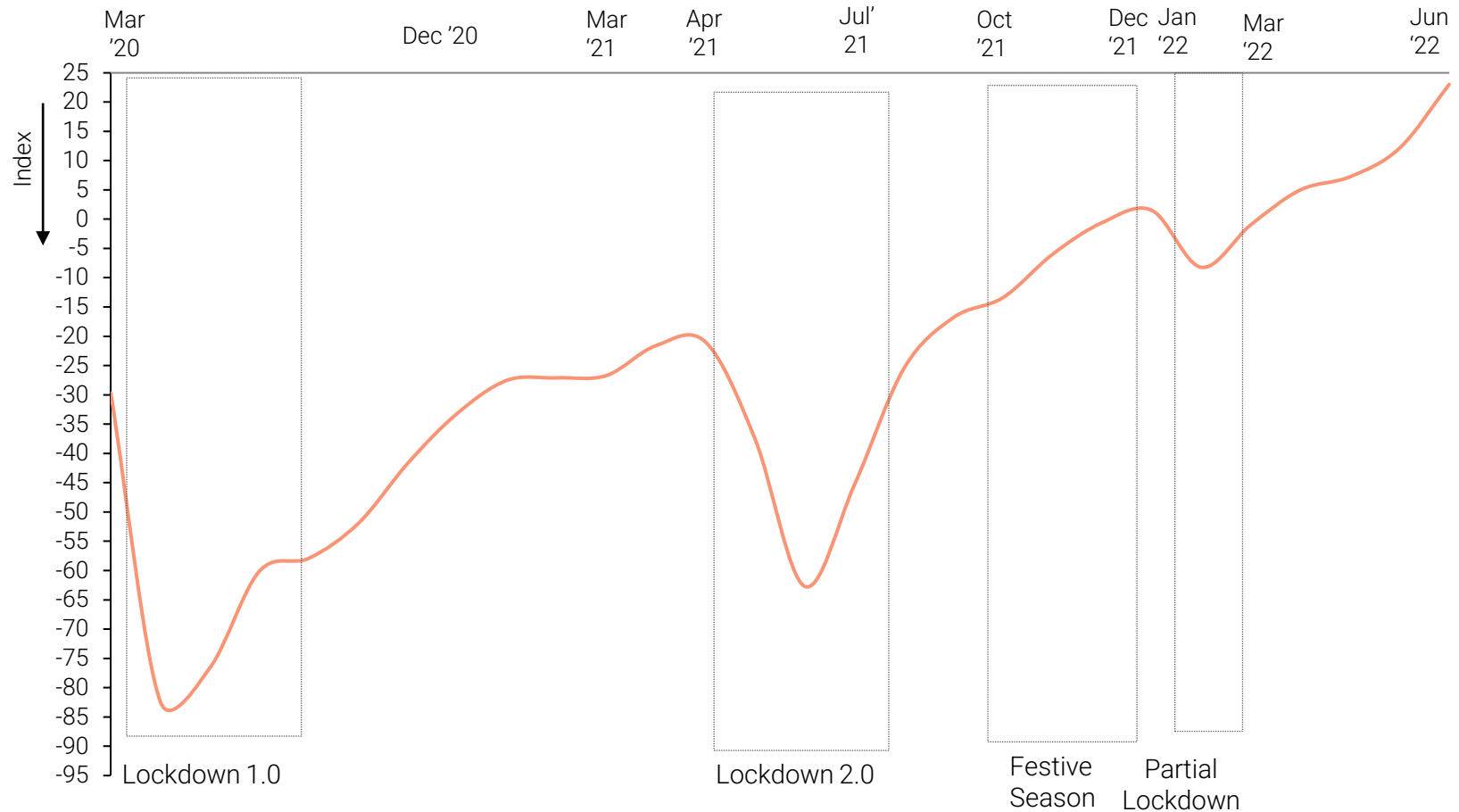
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Media Release

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Offline retail and recreation activity is back to pre-COVID levels

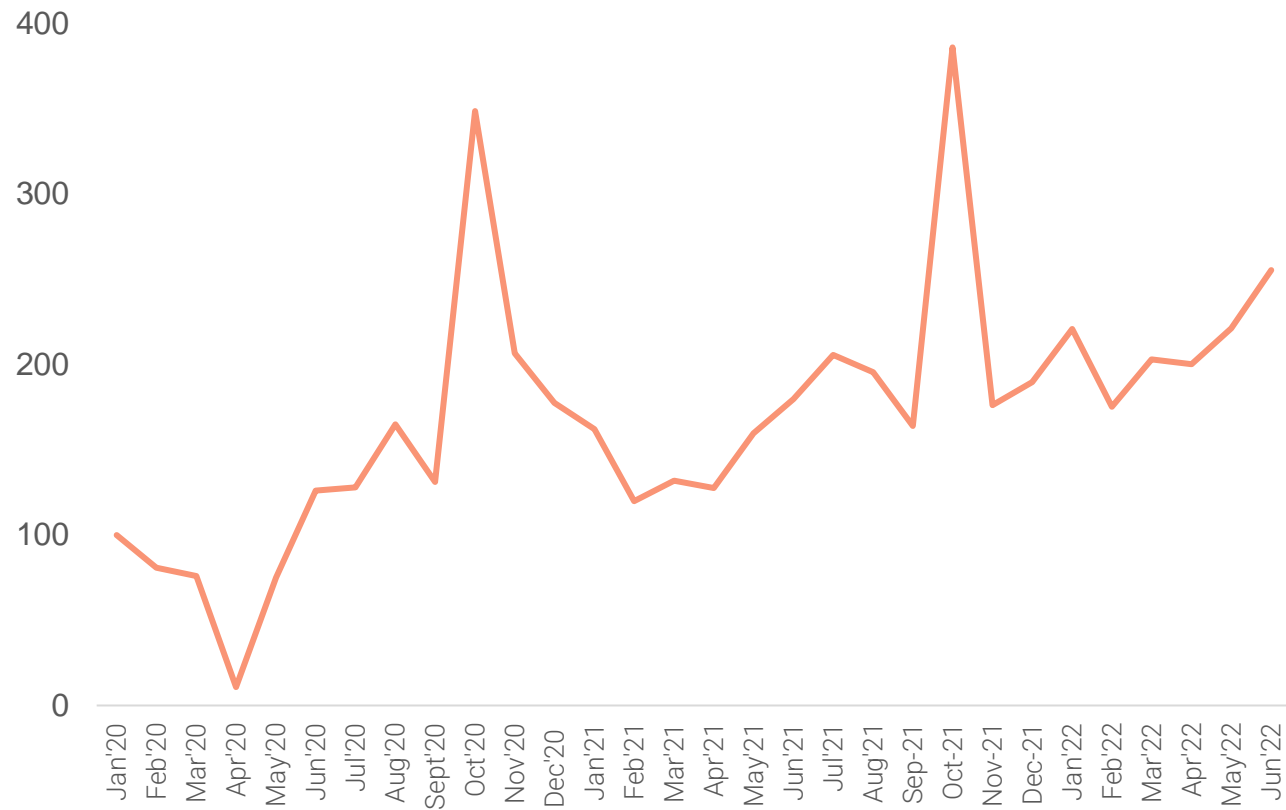
Google Mobility Index, Retail and recreation
March '20-Jun '22 (Indexed¹)



Yet India online retail remains on robust growth trajectory despite offline unlock – months in AMJ 22 record between 40-60% y-o-y growth

India E-tailing GMV- Indexed

Monthly GMV, Jan'20-June'22, Indexed to Jan 20=100



Monthly Growth Comparison

April 22

60% higher than April 21

May 22

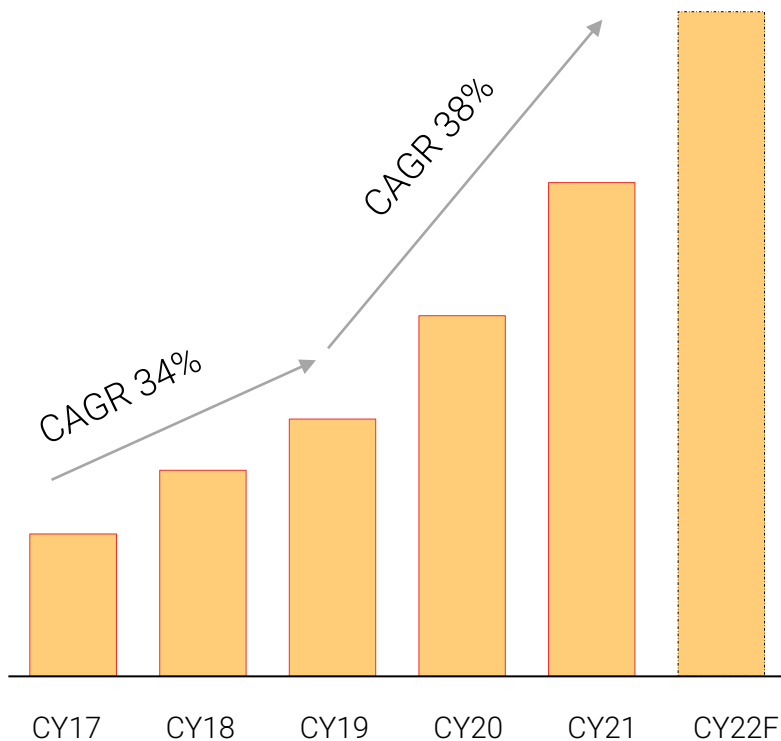
38% higher than May 21

Jun 22

42% higher than June 21

Market well set for strong GMV growth and continued strong share of Tier 2+ shoppers

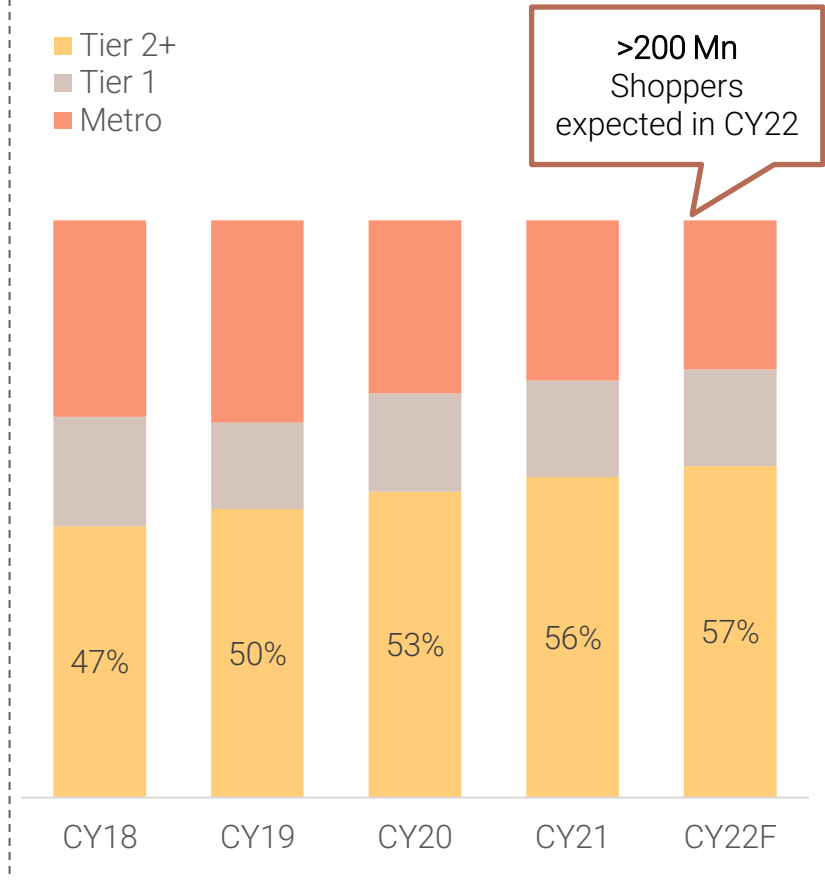
India E-tailing GMV- Annual
USD Bn, CY 17 – CY 22F



Gross GMV of
~INR 4.9Lac
Cr expected in
2022

Shipped and Net
GMV to be lower
post
cancellations

Overall Online Product Shoppers- By City Tier
% split, Mn, CY 16- 22

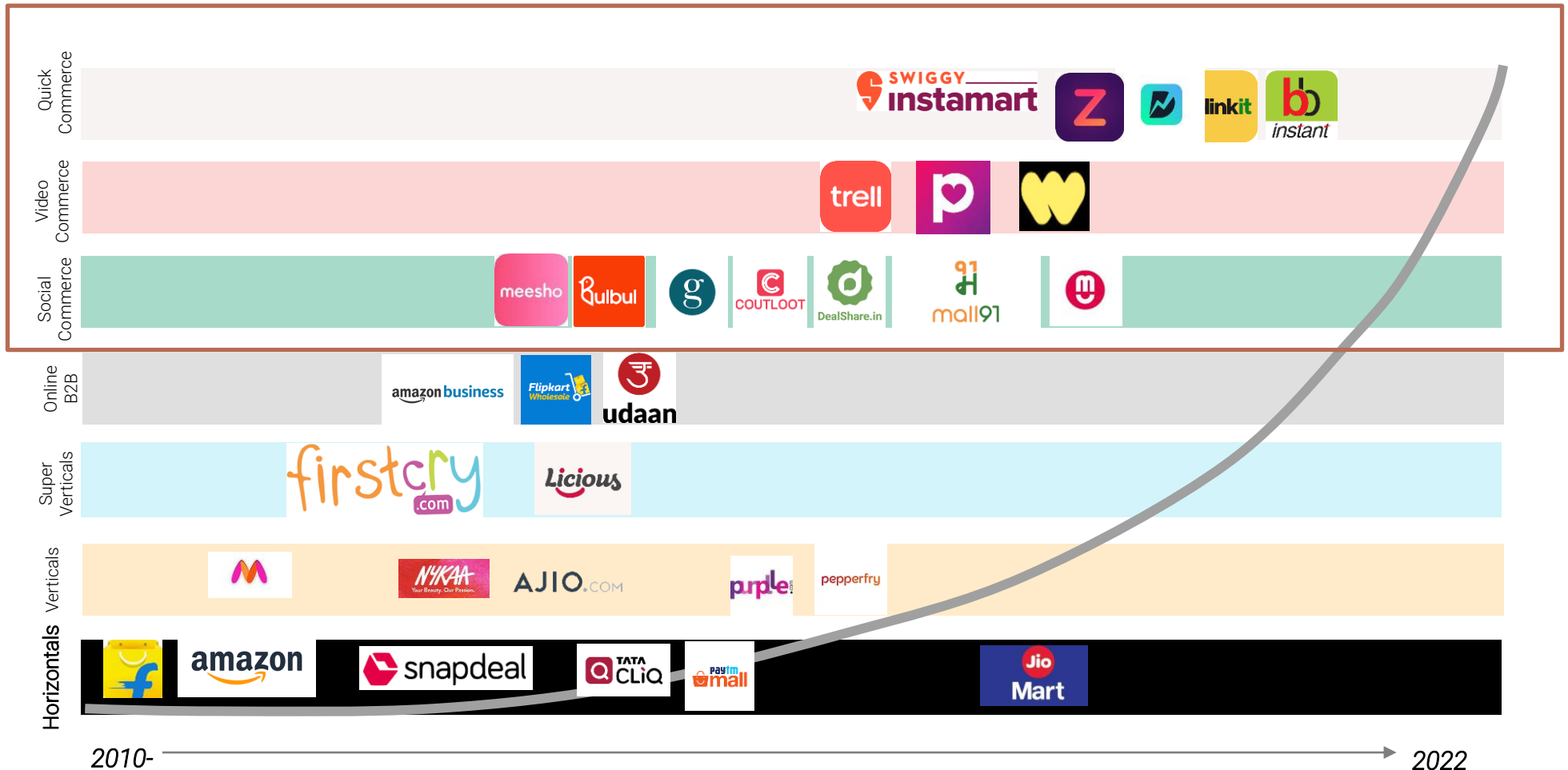


>200 Mn
Shoppers
expected in CY22

New eCommerce models have come up in last few years to cater to unsolved consumer needs

Emergence of ecommerce models in India

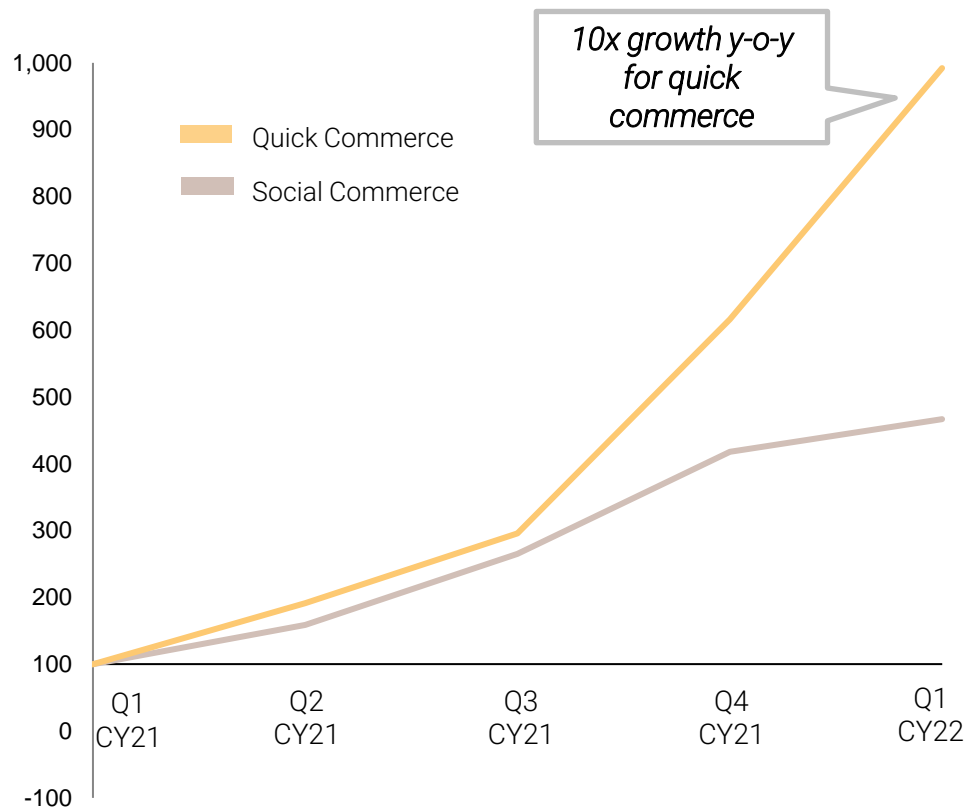
New ecommerce



Growth trajectory has been robust for new eCommerce models who have gained share steadily in fashion and grocery categories

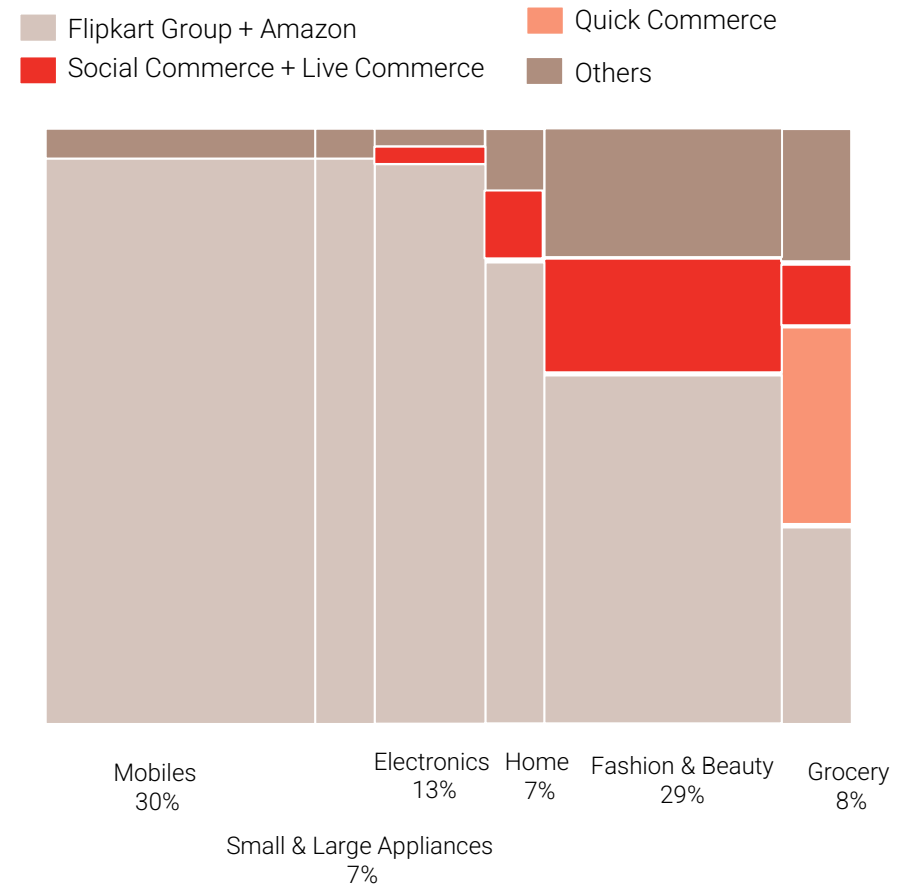
E-Tailing

Indexed Gross GMV , Q1CY21=100, Q1 CY21 – Q1 CY22



Annual GMV

USD Bn, Q1 CY22



Quick commerce- Continues massively gain share within eGrocery market in India despite global headwinds for the model

Quick commerce faces headwinds globally

Tech Times

Delivery Service Platform Gorilla Forced to Exit Belgium as Recession Drags on



CNBC

Delivery startup Gopuff cuts 10% of its global workforce and closes 76 U.S. warehouses



12 hours ago

Ultrafast grocery firm Jokr pulling out of US, selling assets

Will others follow suit in bumpy ultrafast delivery landscape?

The Quick Seems Dead as Ultrafast Grocers Retreat En Masse

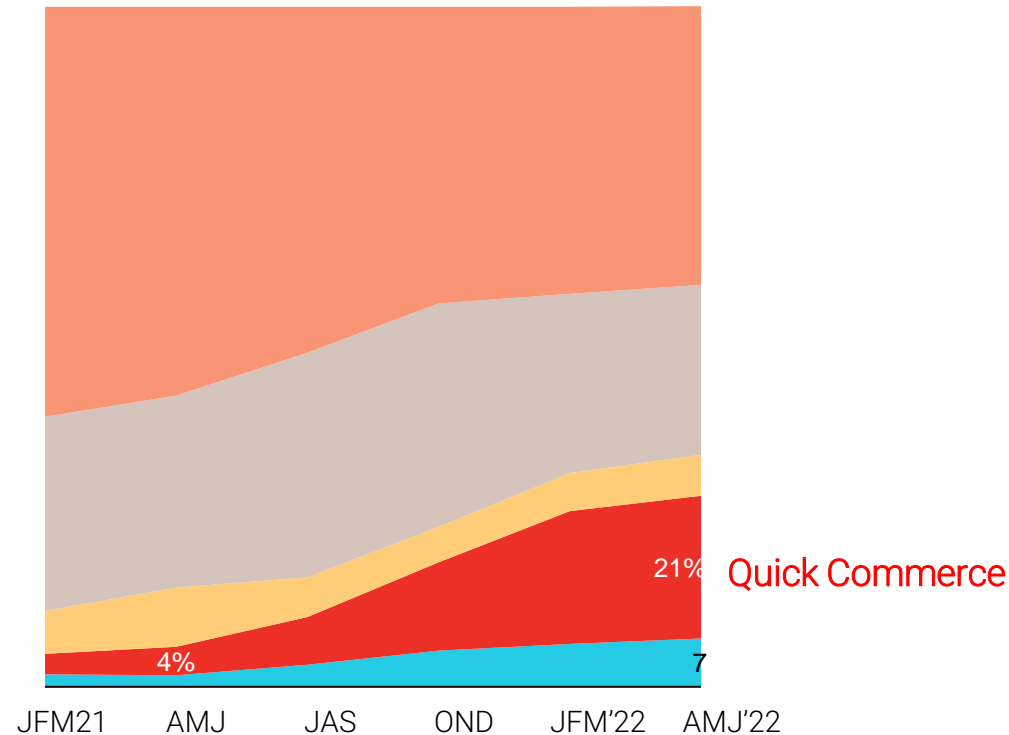
By PYMNTS

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Posted on July 11, 2022

Yet quick commerce grows rapidly in India

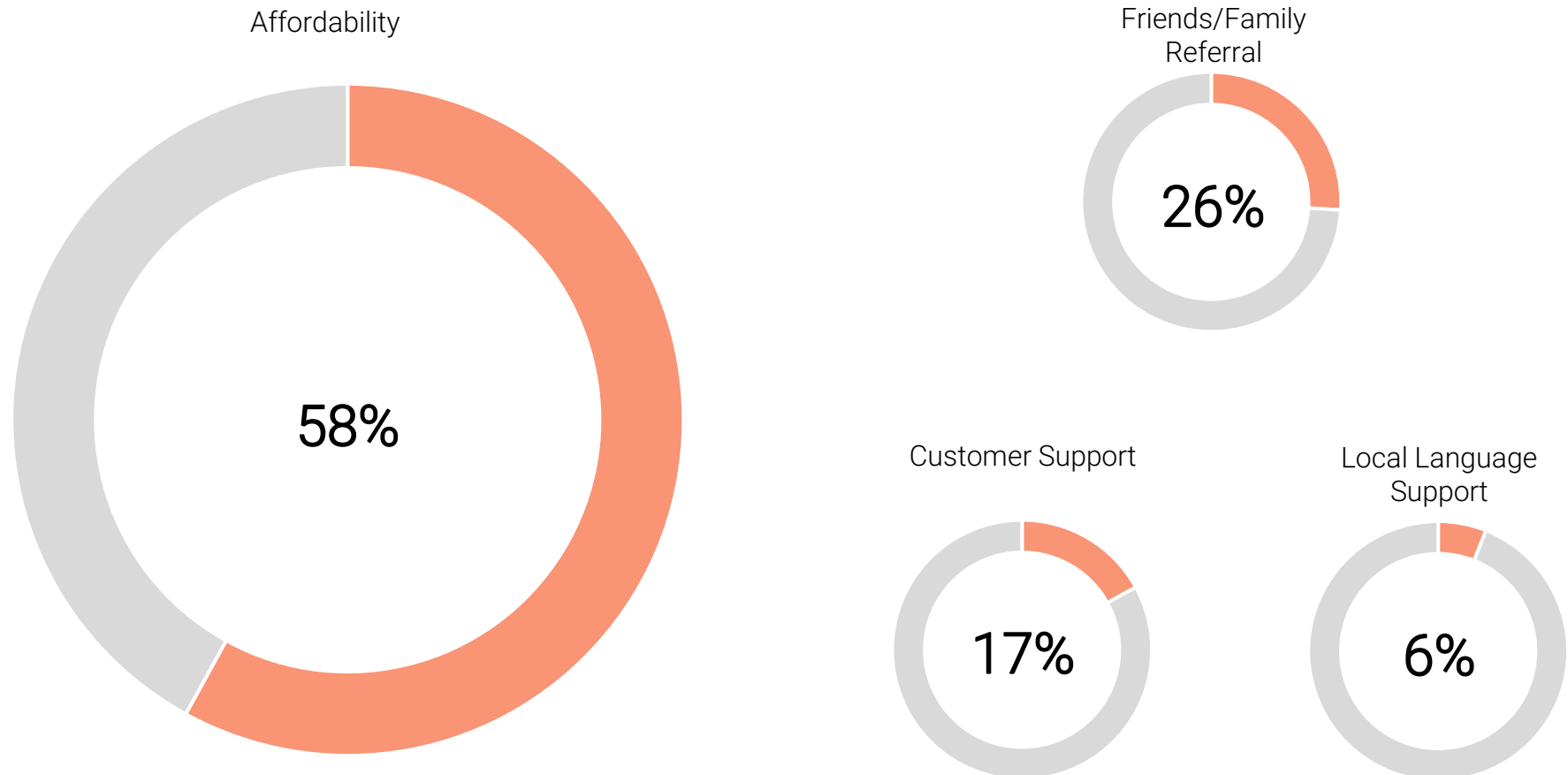
eGrocery GMV Quarterly
USD Bn, JFM'21-AMJ'22



Social commerce- Effectively solving for affordability and customer experience, together a low CAC model owing to high referral share

Q. Why did you use Social commerce apps instead of traditional online players

N = ~100 in %



Path ahead for new commerce players- Some thoughts

- **Share of new ecommerce to continue growth** especially in key categories like beauty, fashion and grocery as they continue to effectively serve a key need for specific consumer cohorts
- **Sustainable growth to be key-** new ecommerce players need to find the right combination of aggressive monetization (via ads, relevant higher margin products and others) while doubling down on their inherently lower CAC model to achieve EBITDA profitability at scale
- **Upcoming trends-** New few years to see trends like larger players adopting new ecommerce more aggressively, acceleration of M&A in new ecommerce and continued innovation in business models to expand topline and control costs



Thank You

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