

THE VIEW

E-commerce | October 2020



Despite diverse geographies, cultures, and the pandemic this year, India stands united in its collective obsession of festive shopping. As ecommerce players stay agile, ready to roll out more data-driven strategies, in this edition, we see how they prepare for the unknown, yet a highly promising quarter.

Festive Strategies

How Indian retailers can improve festive season performance amid the pandemic

As COVID-19 catalyzes dramatic shifts in this year's festive priorities, discover what aspects of the digital shopping experience will sieve the leaders from the mediocre.

Amazon plans on extending Diwali sales to the end of the month

Unlike its rivals, Amazon plans to keep the discounts going right up to the mid-November Diwali celebration, having seen a 60% surge in new merchants on its platform.

Amazon, Flipkart, Myntra to focus on fashion this festive season

After non-essential retail sales plunged by 80% in May, online players are all set to give apparel the much-needed push this festive season. Myntra especially is focused on Tier 2 and 3 cities to revive fashion retail.

Flipkart flexes its tech muscles to entice festive shoppers

The homegrown e-tailer is betting on new seller sign-ups, video commerce, expanded logistics infrastructure, gaming, and its personalization engine to attract more shoppers for its flagship 'Big Billion Days Sale' kicking off on October 16.

Top Predictions

Myntra and Nykaa expect orders to double this festive season

As socializing regains momentum, online fashion and beauty marketplaces are gearing up for a strong rebound this festive season. These



segments were severely hit by the pandemic as people cut spending drastically.

India's online shoppers expected to double this Diwali compared to last year

According to RedSeer, roughly 50 million people are expected to go online, compared to only 28 million last year. This festive season, 50% of the total online shoppers would likely be from Tier 2 cities.



Mid-range smartphones to be sweet spot this festive season: Amazon India

38% of those surveyed said they plan to buy smartphones within INR 15,000-25,000. While 27% touted they sought devices in the INR 10,000-15,000 range, 26% said they were inclined to purchase smartphones in the premium range.

Key Partnerships

Flipkart and Paytm join hands to provide lucrative offers

The partnership will enable millions of Paytm users to conveniently pay through their Paytm Wallet and UPI while shopping on Flipkart during its biggest annual sale. According to Paytm, this would be the fastest way to checkout.

Amazon India partners with kirana stores to manage the festive spike

Amazon India bolsters its delivery network with kirana stores partnerships to deal with the unprecedented festive influx. The move will generate employment opportunities and enable more efficient deliveries.

New Launches

Apple launches its online store in India

The e-store offers nearly its entire product lineup and brings a range of services for the first time to consumers in the country. The move comes weeks before unveiling its new-generation iPhone models and a month before Diwali.

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41 East, 11th Street, New York
NY10003, USA
+1-877-777-6569
info@netscribes.com



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