

THE VIEW

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With the festive season round the corner marketplaces will need superior strategies to stay in the winning lane. From automating product content processes to leveraging customer review analytics to gain actionable insights at scale - in this edition we cover how technology is taking the e-commerce center stage and other noteworthy updates.

Innovation

Uncover the untapped value of customer reviews

Customer reviews on product pages are a goldmine of insights for players who know exactly how to leverage them. From staying market-relevant to informing your product content strategies, uncover how review analytics helps marketplaces derive conversion-driven insights at scale.

Parabola, no-code workflow automation platform raises USD 8 million

As the pandemic fuels online shopping, demands for e-commerce workflow automation are rising. With a simple drag and drop workflow setup, the platform removes the technical complexities of coding such work processes, promising high levels of productivity.

Rocketium launches intelligent platform automating media creation

To shorten the speed to market, this India-based automation firm launched daVinci - a platform that automates several steps in creating and managing on-brand banners and videos. It uses AI to transform raw images for compositions, saving hours of painstaking work.



M&A

Tata group plans an e-commerce push to take on Amazon, Reliance

The conglomerate is building an all-in-one e-commerce app for its consumer products and services expected to launch by end-2020 or early next year. The Mumbai-based group hopes to gain tangible traction forecasted to reach 900 million users by 2023.

RIL buys out Future group's retail & wholesale biz for INR 24,713 crore

Analysts say the deal marks the company's transition away from its energy business, towards becoming a consumer-focused retail and telecom company. It could also help in deepening its discounting strategy for JioMart.



New Strategies

Flipkart Wholesale goes digital for retailers and kiranas

The e-commerce stalwart is now connecting local manufacturers with retailers to bring the entire wholesale marketplace at their fingertips using technology. They are currently rolling out these services in Gurugram, Delhi, and Bengaluru, with plans to expand to Mumbai as well.

Kroger to launch digital marketplace this fall

Under this move, its Kroger Ship D2C platform will extend its ship-to-home assortment beyond groceries to a range of other categories, including organic products, international food, specialty items, housewares, and toys.



Festive Update

Amazon India adds five sort centers and expands eight existing ones to manage festive demand

The e-commerce giant is increasing its overall sortation area to more than 2.2 million square feet, across 19 states. These sort centers use technology and automation to increase the speed of transporting packages to customers and sellers across the country.

Explore how Netscribes [E-commerce solutions](#) can help you confidently navigate fast-evolving market dynamics.

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