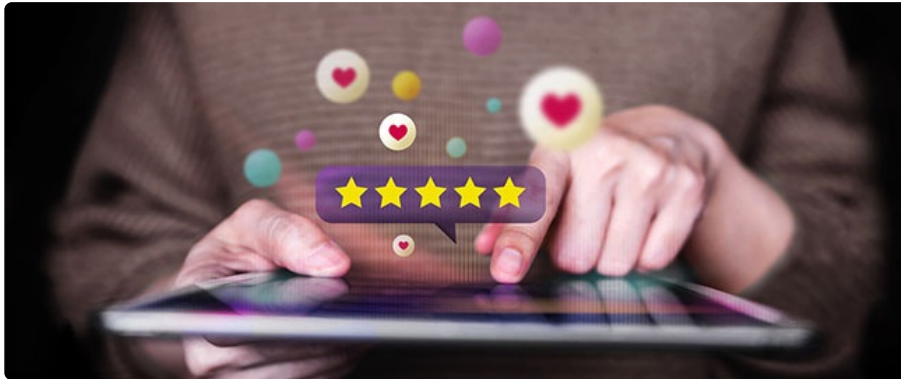


THE VIEW

E-commerce | January 2021



2020 spurred e-commerce revenue by leaps and bounds. Yet, even the top players know it's no time to rest on one's laurels. The pace at which consumer behavior in India is evolving demands companies to quickly shed off unprofitable strategies and reshape themselves for the next potential opportunity. In this edition, we explore how consumer electronic brands are setting the stage for such speedy makeovers, to firms making going green to inspire consumer loyalty.

How consumer electronic brands are mastering the online shopper journey

With the pandemic compelling more big-ticket purchases online, consumer electronic brands were at the fore of making their shopper journeys impeccable. Take a look at what makes them trailblazers in the experience transformation.

How customer review analytics enabled a leading marketplace to improve shopper experience

Customer reviews afford online players a rich and genuine data source for culling actionable insights. Explore how one of India's leading marketplaces analyzed these on a granular level to sieve unique product-specific takeaways and reigning buyer sentiment.

Sustainability is the future: Why green consumerism is a growing trend

Telling online shoppers others were buying eco-friendly products, led to a nearly 65% increase in people making at least one sustainable purchase. Find out how top brands are pivoting their strategies to sustain consumer loyalty with ecological goodwill.

Strategies and innovation In numbers

[Amazon India launches online academy to coach future engineers](#)

[Flipkart doubles down on rewards program, partners with 5,000 retail outlets in India](#)

[Snapdeal increases energy-efficient products on its platform](#)

[Google backs India's Dunzo in USD 40 million funding round](#)

[Food-grocery marketplace Jumbotail completes USD 25 million fundraising](#)

[Indian e-commerce startup Udaan raises USD 280 million from Tencent, others](#)

[Urban demand picks up after 3](#)

quarters; though rural growth still robust

Rules of the game

[Flipkart introduces Marathi on its app](#)

[India plans foreign investment rule changes that could hit Amazon](#)

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