# A STUDY ON EVOLUTION OF E-TAILINGINDUSTRY IN INDIA

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**ABSTRACT:**
The rules of the game in retailing are fast changing with the emerging of Information Technology. Retail industry has witnessed major rebellion in the changing technology oriented business scenario of 21st century in India. Internet has shrunk the entire World. The electronic retailing (e-Tailing, e-Retailing, internet retailing etc.) is the model of selling of retail goods using electronic media, in particular, the internet. E-Retailing is a subset of Electronic Commerce (e- Commerce ). E-Retailing accounts for about 10% of the overall growth of e-Commerce market in India. The e-Retailing website is the front door of the online store that interacts between the e-retailer and consumers. Consumer's perception regarding shopping has been changed with the introduction of internet media. E-Retailers serve 24 hours x 7 days in a hassle free manner to consumers. The growth in the e-Retailing market is driven by the need to save time by urban India. It is estimated that 2.5 billion internet users, access to internet has played a significant role in growing the business markets. One can buy anything from stereos without stepping out through internet media. Internet gives retailers as a device for: broadening target markets, enhancing consumer relationships, extending product lines, improving cost efficiency, improving consumer communications, and delivering customized offers. Along with advantages of e-Retailing some major issues are associated with e-Retailing such as lack of personal touch; cyber-crime; bargaining is not possible and e-illiteracy among rural India. But with all, we can say that Prospect of e-Retailing market is bright in India. Consumer's cognizance; internet literacy of consumer and wider use of internet with cyber security are some of the noteworthy factors which are vital for the sustainable development and growth of e-Retailing in India.

**Key Words**: e-Tailing, Information Technology, Online Retailing, e-tailing firms, etc.

## INTRODUCTION

Technology has become widely accepted by all age groups of society. The current generation cannot envision a world without computers, the Internet, email, and cell phones. Alongside women, a rapidly growing segment of computer-users is senior citizens. E-retailing is how retailing is done in the twenty-first century. Electronic retailing (e-tailing) is a buzzword for any business-to-consumer (B2C) transactions that take place over the Internet. Simply put, e-tailing is the sale of goods online. Companies like Amazon and Dell created the online retail industry by putting the entire customer experience - from browsing products to placing orders to paying for purchases - on the Internet. The success of these and other companies encouraged more traditional retailers to create an online presence to augment their brick-and-mortar outlets.

According to the report titled Impact of Ecommerce on Employment in India by online marketplace in partnership with KPMG. Dec 06, 2016, e-commerce has played a crucial role in improving the socio-economic environment. It has attracted employment generation beyond metros. Seeing the present scenario, 70 per cent of the online sellers are expected to come from smaller towns by 2018-19. The e-retail business has also encouraged women employment and 20 per cent of online sellers today are women. As per the report, government initiatives like Make in India, Digital India, Start-Up India, and Skill India will fuel growth and generate further employment for e-commerce.

After a whopping 180 per cent growth in 2015, the Indian e-tailing industry expanded by merely 12 per cent in 2016 to clock revenues of USD 14.5 billion, as announced by research firm RedSeer. According to RedSeer, the biggest impact of this 'adverse market condition' was faced by established players like Flipkart and Snapdeal, whose growth remained flat, if not worsened.However, new entrants like Amazon have succeeded in altering the market share game and captured big portion of the aggressively-contested industry.Terming 2016 as the "speed-breaker year", the industry GMV (that was growing at an annualized triple digit rate from 2013 onwards) dropped down to about 15 per cent in 2015.

**E-Retail in India**

A lot of sceptics announced this as the doomsday for the Indian e-tailing market (and consumer internet in general) with their views being further fuelled by the devaluation of Flipkart, the bellwether for the industry, by various funds.Considering that the e-tailing industry grew at over 100 per cent for two consecutive years before 2016, RedSeer expects the 2020 numbers to be USD 80 billion."For these numbers to be achieved, the industry would need to grow at 45 per cent CAGR over the next four years, from the exit GMV run rate of 2016,"

The Indian E-tailing players might have faced a lot of challenges in 2016, but fundamentally this sector is expected to grow 4X-5X times in the next 4 years.2017 will be a hotly-contested year, and will differentiate the best from the rest, and also shape the Indian e-Commerce industry for the many years to follow.Developments like government regulations on discounting and marketplace, demonetization, slow new customer acquisition and funding drying up were some of the "speed breakers" of the year 2016 for the industry.

**Fig1.2 E-Retail in India**

- The e-tailing market in India is estimated to be INR 139 billion in FY13.
- Indian e-tailing market is estimated to grow at 55% CAGR and grow to INR 504 billion by FY16.
- The country has over 250 e-tailing portals with number of parcel check-outs in e-commerce portals exceeding 100 million in 2013.
- Online retail stands at 8% of organized retail and only 0.5% of overall retail market in India.

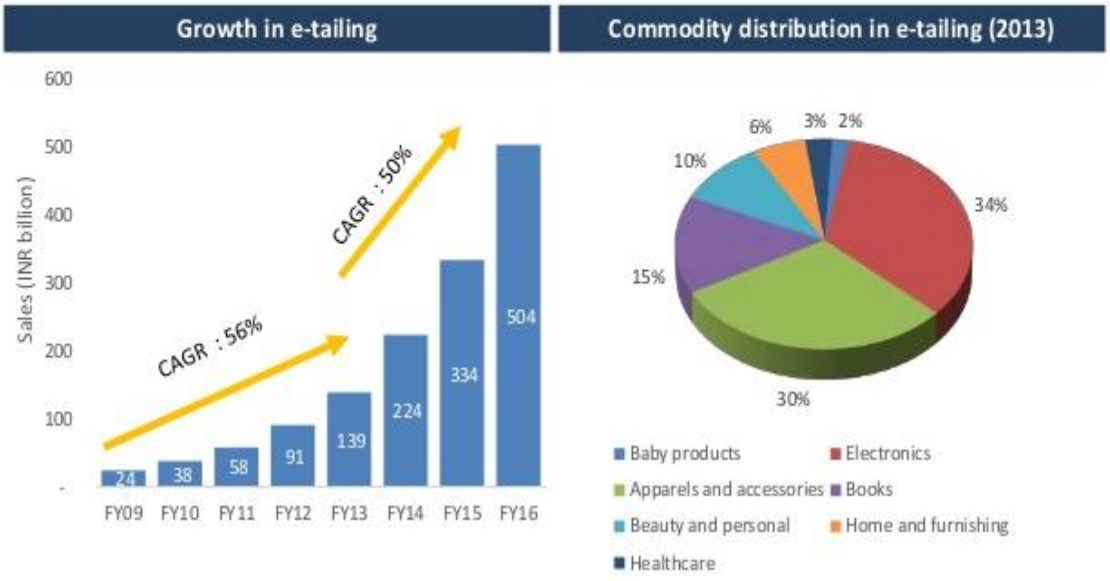



Fig1.2 E-Retail in India *Source:Crisil, PwC*

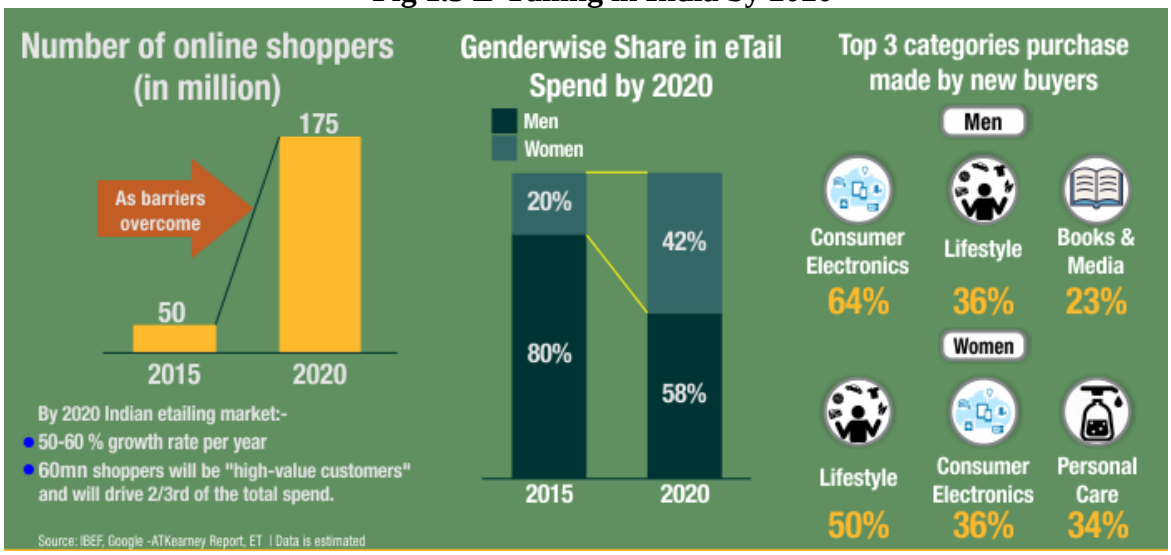
**E-Tailing in India by 2020**

The Indian E-tailing industry experienced a small hiccup in its growth story in CY'16. While in 2015, the industry grew at 180% to become a USD 13 Bn. sector, it grew at a meagre 12% in 2016 to clock USD 14.5 Bn. The biggest impact of this adverse market condition was faced by the established players like Flipkart and Snapdeal, whose growth remained flat, if not worsened. Whereas, the new entrants like Amazon have succeeded in altering the market share game and captured big portion of the aggressively-contested industry. 2017 comes as a year the Indian E-tailers are banking heavily on.

The Year 2017 is expected to be a lot more positive, although a lot is riding on many factors like..

- The ability of e-tailers to grow their customer base from the existing 15+ million monthly unique shoppers
- While the big bucks come from mobile and electronics categories, the forecasted growth depends on non-mobile categories like Fashion and Grocery
- The response of the weakening giants like Flipkart and Snapdeal and change in their strategies to counter the competitors
- Uptake of membership programs like Amazon Prime by the consumers etc.,

**Fig 1.3 E-Tailing in India by 2020**




*Source: IBEF, Google-ATKbarney Report, ET*

## REVIEW OF LITERATURE

**Pew Research Center (2016**) survey of U.S. adults. The survey finds that roughly eight-in-ten Americans are now online shoppers: 79% have made an online purchase of any type, while 51% have bought something using a cellphone and 15% have made purchases by following a link from social media sites. When the Center first asked about online shopping in a June 2000 survey, just 22% of Americans had made a purchase online. In other words, today nearly as many Americans have made purchases directly through social media platforms as had engaged in any type of online purchasing behavior 16 years ago.

**Niharika Banerjee(2017)** The study suggested that in 2016, about 69 million consumers purchased online which is expected to cross 100 million by 2017 with the rise of digital natives, better infrastructure in terms of logistics, broadband and Internet-ready devices to fuel the demand in e-commerce.

**Bizrate Insights (2018)** In a survey of more than 1,000 online shoppers, conducted earlier this year, nearly half (47.3%) of respondents said they occasionally bought from websites they had never purchased from before over the past year—the top response. And only 5.3% said they have not in the past 12 months.

**Michael O'grady**, **Michelle Beeson (2018)** Black Friday has become a fixture of the European holiday shopping season, extending the length and changing the pattern of retail holiday sales. Holiday sales, particularly Black Friday sales, are increasingly dominated by digital touch points. This report forecasts online retail spends across Europe from November 1 to December 31, 2018, and considers the implications for shoppers and retailers.

## OBJECTIVE & METHODOLOGY OF THE STUDY

The present study is taken into consideration one objective that **'to** know the evolution of e-tailing industry in India'. The study is based on secondary data, which is collected through various books, business magazines, journals, newspapers, internet, web sites, and research studies. Only seven e-tailing firms are introduced in the presented study to know the evolution of e-tailing industry in India'.

## EVOLUTION OF E- TAILING INDUSTRY IN INDIA:

The following are the selected seven e-tailing firms such as: 1) Flipkart, 2) Myntra, 3) Snapdeal, 4) Infibeam.com, 5) ebay.com, 6) Naaptol.com, 7) Amazon.com, for study on evolution of e-tailing industry in India'. Some of the aspects are covered for this study which are like Incorporation of the firm, Name of the introducer, Headquarters, place of the firm, Date of the registration, Funding**,** Acquisitions, Business Results, Business Model, Awards and Recognition, Businesses, Marketplace, etc.

## FLIPKART

Flipkart is an Indian e-commerce company headquartered in Bangalore,Karnataka. It was founded by Sachin Bansal and Binny Bansal in 2007. In its initial years, Flipkart focused on online sales of books, but later it expanded to electronic goods and a variety of other products. Flipkart offers multiple payment methods like credit card, debit card, net banking, e-gift voucher, Cash on Delivery and Card Swipe on Delivery Today, as per Alexa traffic rankings, Flipkart is amongst the top 20Indian Web sites and has been credited with being India's largest online bookseller with over 11 million titles on offer. Further in 2012, Flipkart added A.C, air coolers, stationery supplies & life style products to its product portfolio. As of today, Flipkart employs more than 4,500 people

**Funding:** Initially funded by the Bansals themselves with 400,000, Flipkart has raised funding from venture capital funds Accel India (US$1 million in 2009) and Tiger Global (US$10 million in 2010 and US$20 million in June 2011). Flipkart.com, on 24 August 2012, announced the completion of its 4$^{th}$ round of $150 million funding from MIH (part of Naspers Group) and ICONIQ Capital. The company announced, on 10 July 2013, that it has raised an additional $200 million from existing investors including Tiger Global, Naspers, Accel Partners and Iconiq Capital.

**Acquisitions:2010:** WeRead, a social book discovery tool. **2011**: Mime360, a digital content platform company. **2011**: Chakpak.com is a Bollywood news site that offers updates, news, photos and videos. Flipkart acquired the rights to Chakpak's digital catalogue which includes 40,000 filmographies, 10,000 movies and close to 50,000 ratings. Flipkart has categorically said that it will not be involved with the original site and will not use the brand name. **2012**: Letsbuy.com is India's second largest e-retailer in electronics. Flipkart has bought the company for an estimated US$25 million. Letsbuy.com had been closed down and all the traffic of Letsbuy is diverted to Flipkart. **2014:** On 22nd May, flipkart Acquired myntra.com in an estimated Rs.2000 crore deal.

**Business Results:** Flipkart's reported sales were 40 million in FY 2008–2009, 200 million in FY 2009–2010 and 750 million for FY 2010–2011. In FY 2011– 2012, Flipkart was set to cross the 5 billion (US$100 million) mark as Internet usage in the country increased and people got accustomed to making purchases online. Flipkart Revenue reached 60.8 billion in FY 2013-14. On an average, Flipkart sells nearly 20 products per minute and is aiming at generating a revenue of 100 billion by 2015.

## MYNTRA

Myntra was established by Mukesh Bansal, Ashutosh Lawania, and Vineet Saxena in February 2007. All three are IIT alumni, and have worked for several start-ups. Myntra is headquartered in Bangalore and has been funded by Venture Capital funds like IndoUS, IDG and Accel Partners. The company started off in the business of personalization of products, and soon expanded to set up regional offices in NEW DELHI, MUMBAI and CHENNAI. It began its operations in the B2B (business to business) segment with the personalization of gifts, which included T-shirts, mugs and caps to name a few. However, in 2010, the company shifted its strategy to becoming a B2C (business to customer) oriented firm, expanding its catalogue

to fashion and lifestyle products. From 2007 to December 2010, Myntra.com was in the business of online demand personalization. The products ranged from Tshirts, mugs, greeting cards, calendars, key chains, diaries, wine glasses. Myntra has tied up with top fashion and lifestyle brands in India, such as Nike, Reebok, Puma, Adidas Asics, Lee, Lotto, Decathlon, FILA, John Miller, Indigo Nation etc. to offer a wide range of current season merchandise from these brands. Myntra currently offers products from more than 350 Indian and international brands. These include shoes for running, tennis, football, basketball and fitness, along with casual footwear from world-renowned industry leaders like Nike, Puma, Converse, Adidas, Decathlon, Reebok, Lee Cooper, Numero Uno, Skechers, Crocks, Asics, Fila, Lotto, ID and many more.There are also casual and dressy footwear for women from Catwalk, CarltonLondon and Red Tape to name a few.

Myntra also stocks T-shirts for men and women from popular brandslike Jealous 21, Forever New, Classic Polo, Inkfruit, Lee, Nike, Probase, Puma,Adidas, Reebok, Ed Hardy, Decathlon, Lotto, Ediots, Mr. Men, Tantra andGuerilla. The website has also launched Being Human and Fastrack watches. In July 31, 2012 Bollywood actor Kalki Koechlin launched Myntra's 'Star N Style' feature. In 2013, Myntra acquired San-Francisco-based Fitiquette, a developer of virtual fitting room technology.

**Business Model:** Myntra.com is an aggregator of many brands. Its business model is based on procuring current season merchandise from various brands and making them available on the portal at the same time as in respective retail brand outlets. All these products are offered to customers on MRP. In October 2007, Myntra received a seed funding from Accel Partners (formerly Erasmic Venture Fund), Sasha Mirchandani from Mumbai Angels and another angel investor. In November 2008, Myntra raised with it's a funding of $5 million from NEA-IndoUS Ventures, IDG Ventures and Accel Partners. In the second round of funding led by Tiger Global and participated by existing investors IDG Ventures and Indo-US Venture Partners, Myntra raised $14 million.

Towards the end of 2011, Myntra.com raised $20 million in its third round of funding led by Tiger Global. Myntra launched a brand campaign with its first TVC in July 2011. The commercial 'juxtaposes new-age fashion with old-world grit' and positions Myntra as a 'fashionable new age' brand.

Myntra's second campaign, with the tagline "Ramp It Up", was launched in October 2011 with a TVC. The new ad scored high on fashion quotient and the core message was to communicate the launch of the Autumn Winter 2011
collection on Myntra.com. In February 2012, Myntra also rolled out an OOH (out of home) campaign across Tier 2 cities, to build brand awareness and promote online shopping. In June 2012, Myntra launched its third campaign. Created by Taproot, the communication emphasises the benefits of buying online, and is titled 'Real life mein aisa hota hai kya'.in which they offer free shipping, cash on delivery,30 day return and 24 hours dispatch. Myntra continued the 'Real life mein aisa hota hai kya' theme in its next campaign in October 2012 and extended it to showcase its wide catalog and hassle-free Returns Policy. On 22nd May 2014, Flipkart acquired myntra in a deal estimated at Rs.2000 crore.

**Awards:** Myntra.com was announced as a winner of the Red Herring Global 100 award. Red Herring announced its Global 100 awards in recognition of leading private companies from North America, Europe, and Asia, celebrating these startups' innovations and technologies across their respective industries. CNBC - TV18 awarded Myntra.com as one of the Hottest Internet Companies of the Year at the Mercedes - Benz CNBC - TV18 Young Turks Awards. Myntra.com won IAMAI's Best Ecommerce Website of the year award for 2012 at the 7th India Digital Summit, 2013. Myntra.com also won the Fashion eRetailer of the Year Award at the Indian eRetail Awards 2013 organised by Franchise India in Delhi.

**SNAPDEAL**

Snapdeal.com is an online retail website, headquartered in New Delhi, India. The company was started by Kunal Bahl, a Wharton graduate and Rohit Bansal, an alumnus of IIT Delhi in February 2010. Snapdeal started off as a daily deal website and has grown to become one of the largest e-Commerce websites in India shipping more than 25,000 products daily Snapdeal.com was started in February 2010, as a daily deal platform, but later expanded into product retailing across various categories. Snapdeal claims to have a subscriber base of more than 20 million and has a presence across 4000 plus towns and cities. In 2013, Snapdeal has started moving away from product retailing towards pure marketplace model. Snapdeal is one of the largest Ecommerce Company in India with an assortment of 500,000 plus products, 800,000 plus books and offer products in over 400 categories. Snapdeal offers multiple payment methods like credit card, debit card, net banking and Cash on Delivery.

**Funding**: Snapdeal has received 3 rounds of funding totaling to $102 million. **Round 1**: In January 2011, Snapdeal received a funding of $12 million from Nexus Venture Partners and Indo-US Venture Partners. **Round 2**: In July 2011, the company raised a further $45 million from Bessemer Venture Partners, along with existing investors Nexus Venture Partners and Indo-US Venture Partners. **Round 3**: Snapdeal then raised a 3rd round of funding worth $50 million from eBay and received participation from existing investors –i.e. Bessemer Venture Partners, Nexus Venture and IndoUS Venture Partners. With this round, Snapdeal has raised a total of $102 million of funding.

**Acquisitions:** In June 2010, Snapdeal acquired Bangalore-based group buying site, Grabbon.com. In April 2012, Snapdeal acquired esportsbuy.com, an online sports goods retailer based out of Delhi. In May 2013, Snapdeal acquired Shopo.in, an online marketplace for Indian handicraft products.

**Business Results:** In the year 2012-13 Snapdeal had said that it expects to garner revenues of about Rs 600 crore. Betting big on the growth of mobile commerce, Kunal Bahl CEO Snapdeal said at present 15-20 per cent of the sales on Snapdeal comes through m-commerce. Snapdeal.com expects the total sale of products traded on its platform to cross Rs 2,000 crore in the fiscal 2013-14 helped by its robust growth in the past two years and the growing popularity of e-commerce in India.

**Awards and Recognition: 1.** E-Retailer of the Year & Best Advertising campaign of the year – Indian e Retail awards 2012 organized by Franchise India in Feb, 2012. 2.Winner of Red Herring Asia Awards 2011. 3.E-Commerce site of the year at WAT awards that took place in Jan 2012, Mumbai. 4.Hottest Internet Companies of the year at the premier edition of the 'Young Turks Awards' organized by Mercedes Benz and CNBC-TV 18 in New Delhi- Jan, 2012. 5.Rated the #1 e-commerce site in India, in terms of traction by Dataquest/Sapient E-commerce Survey 2011 6.Voted amongst the Buziest brands of India in afaqs's annual buzzmaking poll. 7.Silver for the Best Website – Service, at the Indian Digital Media Awards 2011, organized by the Exchange 4 Media group – June 2011

**INFIBEAM.COM**

Infibeam was founded in 2007 by Vishal Mehta, a Cornell and MIT Sloan alumni. After working for Dell computers and Amazon.com in the US for five years, Mehta returned to India in 2007 and started Infibeam along with a group of ex-Amazon employees. He funded the company by selling his personal assets rather than opting for external equity funding. Infibeam.com started as an automobile portal in 2007, but later turned into an online retailer. In 2010, Infibeam launched 'Pi', India's first e-book reader

**Businesses:** Infibeam's businesses include online retailing through its flagship website 'infibeam.com', e-commerce platform software service through 'buildabazaar.com', e-commerce marketplace 'dhamaal.com' and its own branded e-book reader. The strategy of Infibeam was described by Forbes as "that seems to defy most standard models".

**Online Retailing:** Infibeam.com, the online retail website of the company, sells books, electronics and lifestyle products. The website has a selection of 1.2 Crore products across books, electronics, lifestyle, gifts and media. In 2011, the company established Infibeam Logistics, its own logistics arm in major Indian cities. In September 2010, infibeam was among Economic Times's *Top 5 Digital Brands* in the e-commerce category. It acquired Picsquare.com, a photo printing website based in Bangalore. Infibeam's acquisition of customer base at very low cost has been recorded as a B-school case study by Ivey Publishing.

**E-Commerce Platform:** Infibeam extended its e-commerce platform to build online stores for HiDesign, TTK Prestige and Crossword Bookstores and NDTV Shopping In 2011, the e-commerce platform was opened to everyone through Build a bazaar, which allows users to create their own web store.

**Marketplace:** In August 2013, Infibeam launched the e-commerce marketplace Dhamaal.com in association with CCAvenues. Dhamaal has a selection of 1.5 crore products. The website which is built on Build a bazaar platform, is also extended as co-branded marketplace with 50 Indian banks

## eBay.Com

e-Bay Inc. is an American multinational internet consumer-to consumer corporation , headquartered in San Jose, California. It was founded in 1995, and became a notable success story of the dot-com bubble; it is now a multibillion dollar business with operations localized in over thirty countries. The company manages eBay.com, an online auction and shopping website in which people and businesses buy and sell a broad variety of goods and services worldwide. In addition to its auction-style selling, the website has since expanded to include "Buy It Now" standard shopping; shopping by UPC, ISBN, or other kind of SKU (via Half.com); online classifiedadvertisements (via eBay Classifieds); online event ticket trading (via StubHub); online money transfers (via PayPal) and other services. AuctionWeb was founded in San Jose, California, on September 3, 1995, by French-born Iranian-American computer programmer Pierre Omidyar (born on June 21, 1967) as part of a larger personal site that included, among other things, Omidyar's own tongue-in-cheek tribute to the Ebola virus. One of the first items sold on AuctionWeb was a broken laser pointer for $14.83. Astonished, Omidyar contacted the winning bidder to ask if he understood that the laser pointer was broken. In his responding email, the buyer explained: "I'm a collector of broken laser pointers." The frequently repeated story that eBay was founded to help Omidyar's fiancée trade Pez candy dispensers was fabricated by a public relations manager in 1997 to interest the media, which were not interested in the company's previous explanation about wanting to create a "perfect market". This was revealed in Adam Cohen's 2002 book, *The Perfect Store*, and confirmed by eBay. Reportedly, eBay was simply a side hobby for Omidyar until his internet service provider informed him he would need to upgrade to a business account due to the high volume of traffic to his website. The resulting price increase (from $30/month to $250) forced him to start charging those who used eBay, and was not met with any animosity. In fact it resulted in the hiring of Chris Agarpao as eBay's first employee to handle the number of cheques coming in for fees. Jeffrey Skoll was hired as the first president of the company in early 1996. In November 1996, eBay entered into its first third-party licensing deal, with a company called Electronic Travel Auction to use SmartMarket Technology to sell plane tickets and other travel products. Growth was phenomenal; in January 1997 the site hosted 2,000,000 auctions, compared with 250,000 during the whole of 1996. The company officially changed the name of its service from AuctionWeb to eBay in September 1997. Originally, the site belonged to Echo Bay Technology Group, Omidyar's consulting firm.

Omidyar had tried to register the domain name echobay.com, but found it already taken by the Echo Bay Mines, a gold mining company, so he shortened it to his second choice, *eBay.com*.In 1997, the company received $6.7 million in funding from the venture capital firm Benchmark Capital. Meg Whitman was hired as eBay President and CEO in March 1998. At the time, the company had 30 employees, half a million users and revenues of $4.7 million in the United States. eBay went public on September 21, 1998, and both Omidyar and Skoll became instant billionaires. eBay's target share price of $18 was all but ignored as the price went to $53.50 on the first day of trading. As the company expanded product categories beyond collectibles into almost any saleable item, business grew quickly. In February 2002, the company purchased iBazar, a similar European auction web site founded in 1998 and then bought PayPal on October 14, 2002. By early 2008, the company had expanded worldwide, counted hundreds of millions of registered users, 15,000

plus employees and revenues of almost $7.7 billion. After nearly ten years at eBay, Whitman decided to enter politics. On January 23, 2008 the company announced that Whitman would step down on March 31, 2008 and John Donahoe was selected to become President and CEO. Whitman remained on the Board of Directors and continued to advise Donahoe through 2008. In late 2009, eBay completed the sale of Skype for $2.75 billion, but will still own 30% equity in the company. In July 2010, eBay was sued for $3.8 billion by XPRT Ventures that accused eBay of stealing information shared in confidence by the inventors on XPRT's own patents, and incorporated it into features in its own payment systems, such as PayPal Pay Later and PayPal Buyer Credit. On December 20, 2010, eBay acquired German online shopping club, brands4friends.de, for €150 million ($197 million), strengthening the company's interests in the fashion industry in Europe. It is subject to regulatory approval and expected to close itin the Q1 2011. On September 26 2013, eBay acquired Braintree for US$800 million, with the intention to continue running it as a separate service.

**NAAPTOL.COM**

Naaptol registered as Naaptol Online Shopping Pvt Ltd, headquartered in Mumbai, Maharashtra is an ecommerce portal based in India. Founded in 2008 by Manu Agarwal (Man behind naaptol.com), naaptol started its operation as product research and price comparison engine in initial stage with a seed capital of Rs.50 lakhs. Later in 2009 it was expended as an online market place and started offering products to purchase online in categories like mobiles, tablets, cameras, home appliances and a variety of other products. In this journey naaptol shot up its turnover to Rs. 10 Crore in 2009-2010 which was Rs. 1 Crore in 2008-2009 and facilitating transactions worth Rs 1.5 crore every single day.In 2010, naaptol started investing in print media and increased its print media market share by 0.3% with top 3 position for two consecutive years. Naaptol has raised funding from New Enterprise Associates (NEA), Canaan Partners and Silicon Valley Bank during its journey since 2008 and launched a site Naaptol Club and forayed into television. Naaptol.com was also conferred with "New Brand Award" in 2011 by Star News.

**AMAZON.COM**

Amazon.com, Inc. is an American international multibillion dollar electronic commerce company with headquarters in Seattle, Washington, United States. Jeff Bezos incorporated the company (as Cadabra) in July 1994 and the site went online as Amazon.com in 1995. It is the world's largest online retailer. Amazon.com started as an online bookstore, but soon diversified, selling, DVDs, VHSs, CDs, Video and MP3 downloads / streaming, software, video games, electronics, apparel, furniture, food, toys, and jewelry. The company also produces consumer electronics notably the Amazon Kindle e-book reader and the Kindle Fire tablet computer and is a major provider of cloud computing services.

The company was renamed after the Amazon River, one of the largest rivers in the world, which in turn was named after the Amazons, the legendary nation of female warriors in Greek mythology.

Amazon has separate retail websites for United States, Canada, United Kingdom, France, Germany, India, Italy, Spain, Brazil, Japan, China, Mexico and Austria, with international shipping to certain other countries for some of its products. In 2011, it had professed an intention to launch its websites in Poland, Netherlands, and Sweden, as well. Amazon has offices, fulfillment centers, warehouses, customer service centers and software development centers across North America, Latin America, Europe, Africa, and Asia.

**Headquarters:** The Company’s global headquarters are in 14 buildings in Seattle's South Lake Union neighborhood. The European headquarters are in Luxembourg's capital, Luxembourg City. In Seattle, as of 2013, a 3-tower headquarters near Amazon's existing buildings with a capacity of 12,000 employees was under construction. It has its software development center in many countries. In India, its Centre is in Hyderabad, Bangalore and Chennai and its customer service center is in Hyderabad only. Its warehousing is placed at Mumbai. The next Chapter deals with the Overview of Online Buying Behaviour.

## Conclusion

Indian retail sector is witnessing dynamic changes over the years. With a steady growth rate of 50-60% online retail can make significant contribution to retail industry and economy of our country. But to capitalize on these growth trends we need to improve our physical infrastructure, policy framework and operational environment in our country.

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