

Paper –CONSUMER BEHAVIOUR

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Topic- Investments/ Developments in E-Commerce

Some of the major developments in the Indian Online Shopping sector are as follows:

In August 2020, Reliance Industries (RIL) acquired 60% stake in Netmeds, an online pharmacy, for Rs 620 crore (US\$ 84.61 million). This acquisition gives RIL's retail unit, Reliance Retail, entry into a vertical Online Shopping space. In January 2020, Divine Solitaires launched its Online Shopping platform. In February 2020, Flipkart set up a 'Furniture Experience Center' in Kolkata, its first offline presence in eastern India. In April 2020, Reliance Industries (RIL) started home delivery of essentials in partnership with local kirana stores in Navi Mumbai, Thane and Kalyan. In April 2020, Swiggy received an additional US\$ 43 million funding as part of its ongoing Series I round. In May 2020, PepsiCo India partnered with Dunzo for its snack food brands that include Lay's, Kurkure, Doritos and Quaker. In May 2020, chocolate maker Hershey India partnered with Swiggy and Dunzo to launch their flagship online store in order to increase reach. In August 2019, Amazon acquired 49% stake in a unit of Future Group. Reliance will invest Rs 20,000 crore (US\$ 2.86 billion) in its telecom business to expand its broadband and Online Shopping presence and to offer 5G services. In September 2019, PhonePe launched super-app platform 'Switch' to provide a one stop solution for customers integrating several other merchants' apps.

Internet subscribers reached 718.74 million by the end of 2019. In the festive sale (September 29–October 4, 2019), E-tailers in India achieved US\$ 3 billion of Gross Merchandise Value (GMV).

Unified Payments Interface (UPI) recorded 1.25 billion transactions in March 2020, valued at Rs 2.06 lakh crore (US\$ 29.22 billion).