COLLABORATE TO INNOVATE

Presented By
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Agenda

B2C Cross Border Ecommerce Analysis of India

Solution: Introduction to India Global Platform

India Global Platform: Infrastructure, Logistics, Policy and Technology

Marketing Initiatives & Educating MSMEs
B2C CBT Ecommerce in India is estimated to reach $2 bn by 2020 from $500 mn in 2016

As per WTO moratorium, custom duty for CBT ecommerce transaction is not required

CBT Ecommerce captured 5% of $1 bn online fashion market in India during April-June 2018

Predicted CAGR for Cross-Border Ecommerce for 2017-22 is at 17%, which is higher than 12% growth rate of ecommerce overall, which means that cross border market is now developing faster than domestic online market

Despite 400 million Internet users, only 25% of India’s digital customer made cross border purchase

Top five cross border Chinese apps are doing business in India

Club factory and SHEIN has started CoD from this year

Delivery time is reduced to an average of 12 days

Most of them have started providing reverse pick-up service under return policy to attract more customer

Top 3 product purchased from Cross Border Ecommerce

- Clothing, accessories and footwear: 46%
- Consumer electronics: 29%
- Beauty products: 20%

% shop domestic and X border
% shop X border
% shop domestic

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Owners of beauty, Apparel and electronic business of Investment up to 4 lakh

How to open account on IGP it’s a Cross border ecommerce platform for MSMEs

Conversational AI will attend the customer call and will do registration of IGP in real time, this feature will help the illiterate owners, let us assume that it is 10 times 7

Aadhaar card will be used as India Global Platform card (IGP card) which will help us to identify individual MSMEs

In this case it will be Aadhaar number of MSMEs owner, which will be used as UIDAI unique identification number to help us to track the cross border sale of an individual MSMEs

Registration on India Global Platform (IGP) is free for all including MSMEs, logistic firms, warehouse firm and Ecommerce companies like Flipkart, Amazon and Myntra

MSMEs can avail the benefits of government schemes, only if they have updated their Udyog Aadhaar registration number on their IGP account

IGP is integrated with CBIC and let us assume that there are around 150 SET (Special ecommerce terminals), for fast clearance
Can you teach me how to sell products on IGP?

Oh yes, why not

Let us consider example of Mrs. Kavita Devi, she owns a leather apparel business with initial investment of 7.5 lakh

Indian Global Platform provide MSMEs various option to do business, based on there choice it allows them to customize their business model to earn more profit

Once the registration is done, IGP portal will display all the registered logistics, payment, warehouse and ecommerce companies

MSMEs can check and compare the margin charged by various firms by visiting their page on IGP

Based on the preferences, MSMEs can set a contract for maximum 6 months with above firms

Ecommerce are also allowed to register free on IGP because their might be few MSMEs who don't want to take care of packaging, logistics, marketing and return like issues by themselves

IGP portal will charge insurance of amount, let us assume 10 Indian rupee per order which in turn will cover the risk of accidental damage of product during shipping cross border

In order to reduce the delivery time, Indian logistics companies can enter into strategic alliance with foreign logistics and warehouse companies
1. Places order, Makes Payment Provides Delivery Address

2. System generated IEC number, Certificate of origin, entry and exit bill

3. Product dispatched

4. Releases Goods

5. Cross Border Transport

6. Product is checked & picked from customer

If MSMEs had chosen **First way of IGP infrastructure** then in this case both logistics and warehouse companies will receive order notification as soon as order is placed.

If MSME had chosen **Second way of IGP infrastructure** then in this case only warehouse company gets order notification, and they will use their own logistic for transport.

If MSMEs had chosen **Third way of IGP infrastructure** then in this case Ecommerce company will take care of product packaging and logistics.

In case of return request all process will be same and charges will be as per the rules & regulation of Indian global platform.
Payment card industry Data security standard will be mandatory for all registered payment partners of IGP.

GS1 India Bar code use will be made mandatory on IGP, it will help us to timely & accurate capture of product information and its communication electronically across the supply chain.

Order placed
Order details saved on CBTC
Cross border Ecommerce Cloud
Order details updated on cloud
Product details updated at all stages saved on cloud
Logistic detail at all stages saved on cloud
Order clearance details updated
Fashion & dispatched details updated
Logistic firm
Product Bar code, International product number updated on IGP
Warehouse company
Updates domestic and foreign custom clearance of order on IGP
Indian Custom
MSMEs updates festival offers on products on IGP
Logistic company updated all stages of detail on IGP
MSMEs
Order placed
Order delivered
Order delivered
Order delivered
Order placed
What is Marketplace and Inventory based model?

- **Marketplace based model** is an information technology platform run by e-commerce entity on a digital and electronic network to act as a facilitator between buyer and seller.

- **Inventory based model** is, where inventory of goods and services is owned by an e-commerce entity and is sold to consumers directly.

New Ecommerce Policy proposals

- No single seller on Marketplace can contribute over 25% of total sales.
- Marketplace can’t indulge in practices that “directly or indirectly” influence pricing.
- Inventory based ecommerce can’t raise foreign fund.

Recommendation by Task Force

- 49% FDI may be allowed in inventory based model, only when **e-tailor sells 100% made in India products**
- **Bulk purchases** of branded goods through marketplace should be prohibited.
- Suggested to create a CCPA & fraud intelligence mechanism.
- Indian Global Platform is a hybrid business model which has the fragrance of both Marketplace and inventory based model thus the policy of IGP will be a combination of both type of business model.
- **Indian Global Platform** will charge 0.2% for every cross border order for maintenance of the portal, as well as Indian Global Platform will never indulge in practices that directly or indirectly influence the pricing.
- **49% FDI** will be allowed through Indian global platform, if products are made in India and there is strategic alliance between foreign players & MSMEs only. FDI concept is not valid for other stake holders.
- None of the payment processing company or any other stakeholders of Indian Global Platform can sell customer or MSMEs details to third party, without any prior legal approval by governing body of IGP, assume that it’s DIPP.
- Return policy or refund policy will be valid till 60 days after the date of purchase, irrespective of type of MSMEs & location of delivery, and for return request generated by customer, no custom charges will be applied.
Promotion and Education

Feature based Marketing Strategy

Export & Import consignment facility at all 150 Special ecommerce Terminal (SET) across country to reduce the delivery time to promote MSMEs as leading exporter of India

Promoting the Live chat option of India Global Platform website called “Chit-Chat” which will help to connect foreign customer to MSMEs before purchasing product, this will help them to customize product as per their requirement

Promoting IGP

- Making promotional videos, which will showcase region wise MSMEs and their Exclusive made in India products
- Use of tagline, like do shopping after reading product description in your local language
- Extensive marketing of existing MSME export schemes will show India as an attractive destination for importers
- Promoting the success of Make in India project to provide major boost to MSMEs in India
- Organizing International trade exhibitions where Indian MSMEs would showcase their products
- Marketing already existing trade agreements between countries and making importers aware of it

Ground Level Strategy to Educate MSMEs

Skill India

Providing training to MSMEs about the packaging, based on product type, through Skill India Programme

Providing them with proper market-led research, entrepreneurship ideas, export market expectations and assisting experts to guide them

Providing training to MSMEs about the Human resource management and corporate ethics through Skill India Programme

Providing training to MSMEs about the GST filing, GST return through Skill India Programme

Providing training to MSMEs about the order management system of IGP through Skill India Programme
Promoting MSMEs

First Impression Marketing Strategy

**Target Group**
- Local crowd and National & International Media

**Objective**
- To spread the vibes of “Buy From India” Mission

- Bullet train will be decked with “Buy from India” image and promotion logo, at the day of inauguration of bullet train in India
- Similarly Air India plane will be decked with same to catch the attention of international customers/media on foreign airports

- Facebook page of “Buy From India” will provide information about India Global Platform and products of MSMEs
- Instagram page of “Buy From India” will have random product images & details/link to buy it
- LinkedIn page of “Buy From India” will focus more on Conversational AI “Bharat” and other business aspects to attract investors

- Providing discount vouchers to tourist while they are checking out of the airport by airport authority of India, to promote shopping through IGP
- First Cross Border website in world to have a conversational AI for customer support in their regional language
- ZED(Zero defect and Zero Effect) certified sellers on Indian Global Platform, which means production mechanism where product have no defects and production process which has zero adverse environmental and ecological effect
- Supports PCI DSS standard and have major payment service providers like PayPal and others

**#BuyFromIndia Challenge on twitter**

**Target Group**
- Businessmen, Politician, Bollywood star and sportsman

**Objective**
- To promote India as leading MSME Export sector globally

For example Sachin tendulkar giving Bret lee #BuyFromIndia Challenge on twitter and then Bret lee to some other cricketer, this movement will increase the number of visitors/buyers on IGP, and promote Indian cross border website
Educating MSMEs

How can India MSMEs be educated on how to leverage global opportunities?

Let me introduce you to a conversational AI of IGP called Bharat, which does this work.

Hi, My name is Bharat, you can call me by dialing ten times number seven, my job is to educate and assist MSMEs, I can tell you anything about India Global platform.

I can fill the registration form for MSMEs, only thing is that MSMEs have to provide accurate details of their documents and yeah I can verify their records in real time and they can’t fool me.

I can write/read email of any cross border ecommerce customer for you and also I can give the information about the order details at various stage of supply chain.

I can process the Big data stored on cross border ecommerce cloud and let you know the about the most popular category in cross border purchases for any period of time.

I can read/write English, Chinese, Japanese, Hindi, Spanish and many more international language and can act as linguist between MSMEs and international customer.

I can help you to introduce you to worldwide logistic and warehouse companies registered on India Global Platform, also I can approach other players who are not registered on IGP and can play a vital role in your business.
Any Questions