

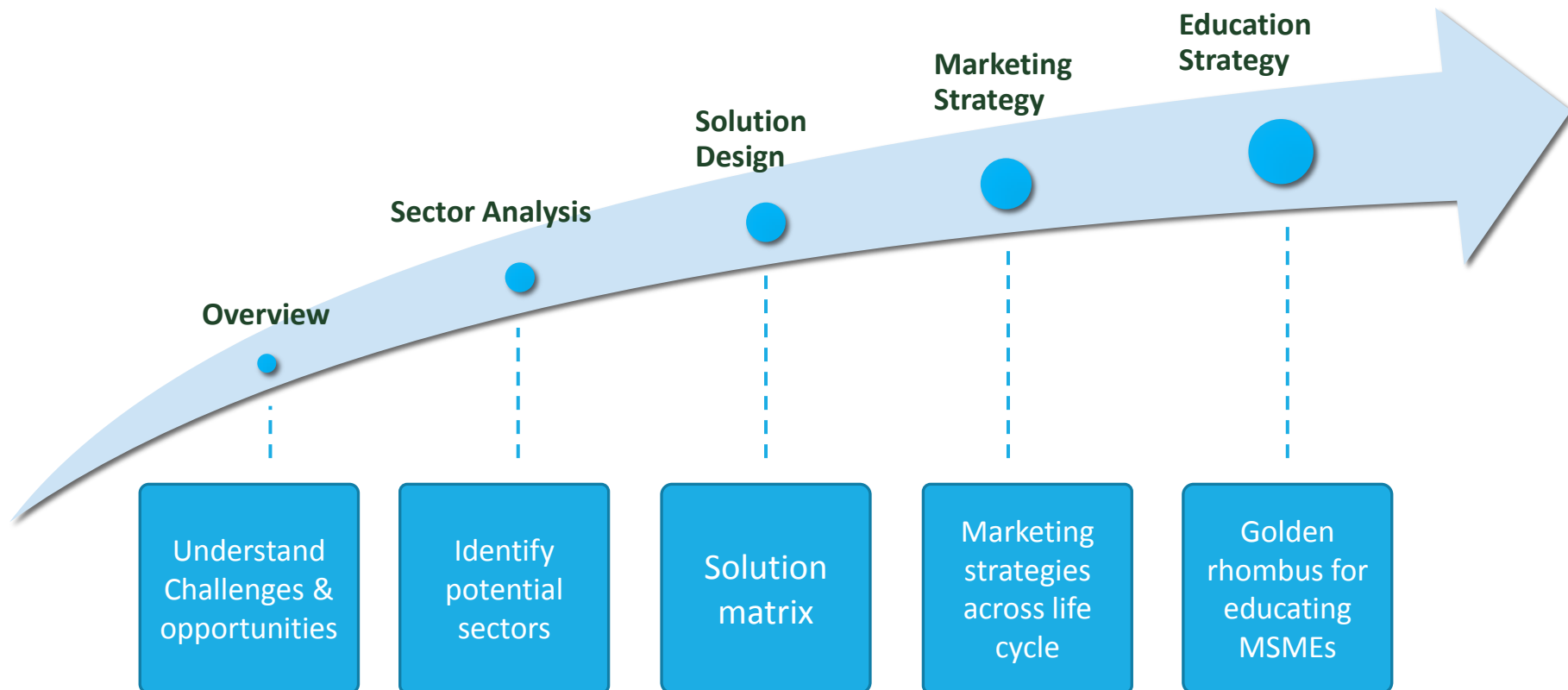
Transformation
series

EDITION VII

COLLABORATE TO INNOVATE

Methodology

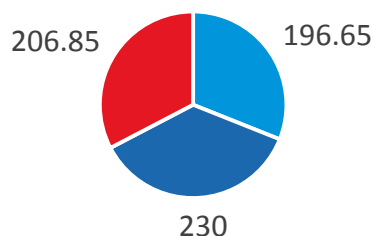
Problem statement: To suggest strategies to capture opportunities presented by global B2C Cross border trade market & grow it to a \$ 2 billion industry.



Overview

MSME – QUICK FACTS

Number of MSMEs in lakhs (source MSME Annual Report 2017-18)



■ Manufacturing ■ Trade ■ Services

33% of country's Gross Value of Output

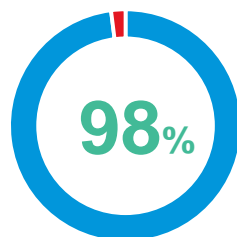
Sector	Rural	Urban
Micro(in Lakhs)	324	306
Small(in Lakhs)	0.78	2.53
Medium(in Lakhs)	0.01	0.05

- MSMEs showed a consistent increase in output along with GDP of the country
- Rural Markets show a huge potential on par with Urban markets

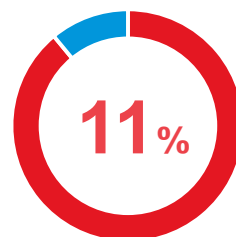
CHALLENGES

- Unique Value Proposition
- Branding & Marketing
- Compliance with Market platform
- Logistics Limitations
- Exchange rates & Banking regulations
- Lack of awareness of technology
- Language Barrier
- Return Policies

Only **27%** Of SMEs using the internet are engaging in e-commerce



98% of tech-enabled SMEs export



11% of traditional SMEs export

OPPORTUNITIES



With SME friendly policies, China could boost the income of an SME by 1.35 times

SMEs in India report an increase in revenue due to internet **69%**

Revenue increased by up to **51%**

Profits increased by up to **49%**

Reduction in spend **60-80%**

Consumer base increased by up to **7%**



Sector Analysis

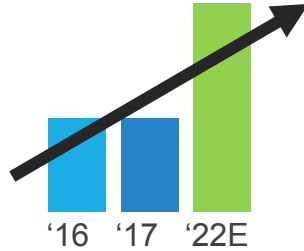
Textile Industry



Market Size



Exports



12.06% - Expected CAGR

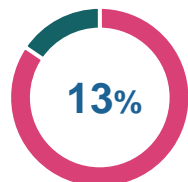


of India's Export Revenue

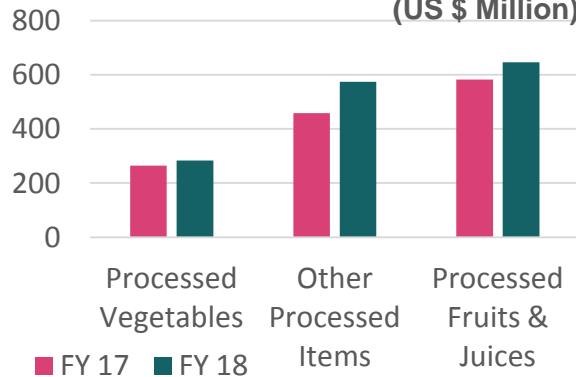
Agriculture



of India's Exports



Exports of Processed food (US \$ Million)



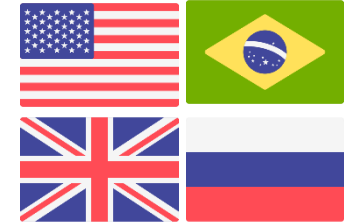
Gems & Jewellery



7% of India's GDP



300,000+ Players



Biggest Importers across globe

Leather



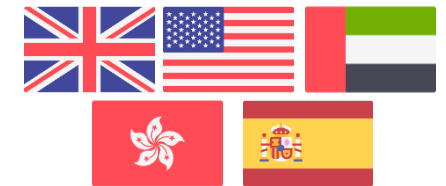
5th largest exporter



SKIN :13% of world production



10% of world's footwear production



Biggest Importers across globe

Solution Design



Infrastructure

Common platform for MSMEs of all BRICS nations

Implement EDI platform to automate customs procedure

Create Start-up ecosystem for MSME till they capture stable demand



Policy

Harmonizing Tariff Codes for low-value items

Increase upper cap value of international shipments

Tax benefits for E – commerce companies that onboard MSMEs



Logistics

Simplify Return Processes, Certificate of Origin & Drawback procedure

Establish globally trusted e-commerce shippers



Technology

Pre-arrival customs processing online for immediate clearance

Encourage E Payments for import duties and customs

Implement robust Cyber Security for customs & import duties

Marketing Strategies

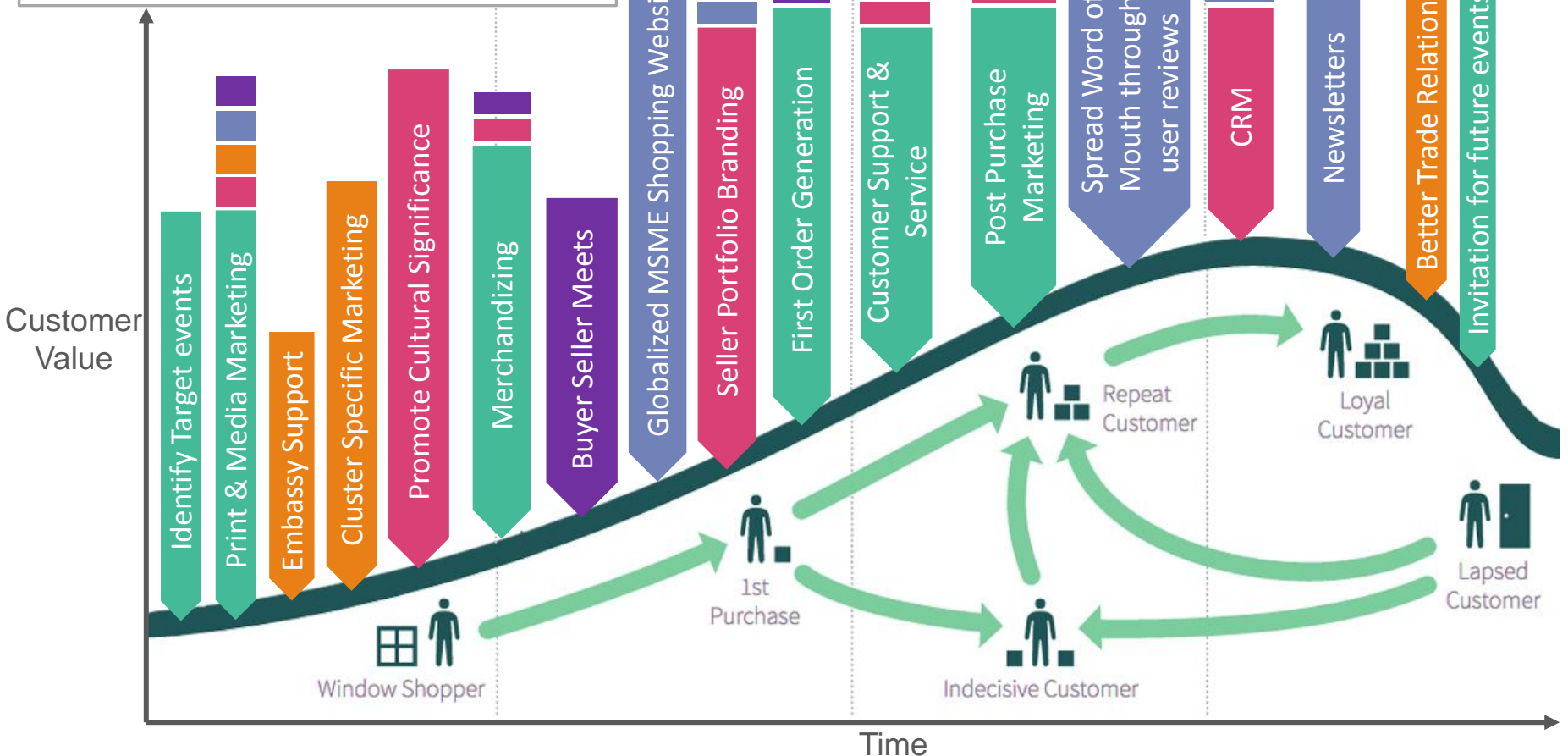
REACH

ACT

CONVERT

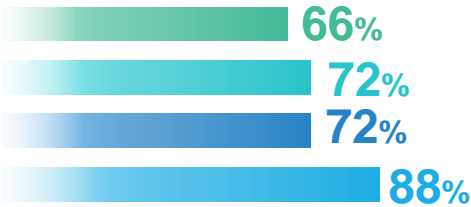
ENGAGE

- - Buyer Seller Meets
- - Online Marketing
- - Focused Relationship with Asian Markets
- - The "Brand India" Campaign
- - Trade Fairs



Educating MSMEs

% age of MSMEs in similar markets that seek help in:



MENTORSHIP TO ENTER E-COMMERCE

CHOICE OF RIGHT INFRASTRUCTURE

MITIGATING RISKS

EDUCATION ON USE OF ICT





SHAIK MASTAN SHARIEF



KOSIREDDY KESAVA SAI



SHIVANI RAMESH KADAM

THANK YOU

Team TriNITIE3