



THE STATE OF INDIAN ECOMMERCE

/ H1-2024

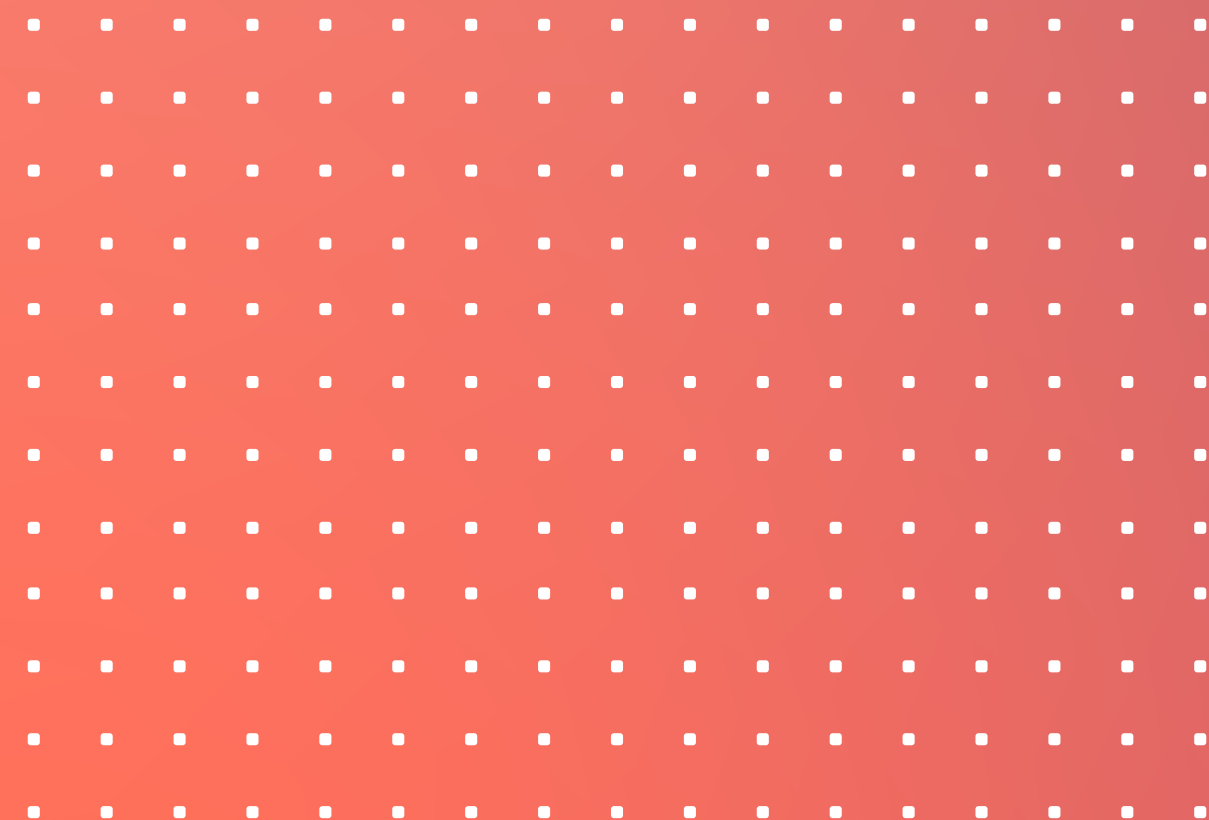
INFOCUS

BEAUTY &
PERSONAL CARE

POWERED BY



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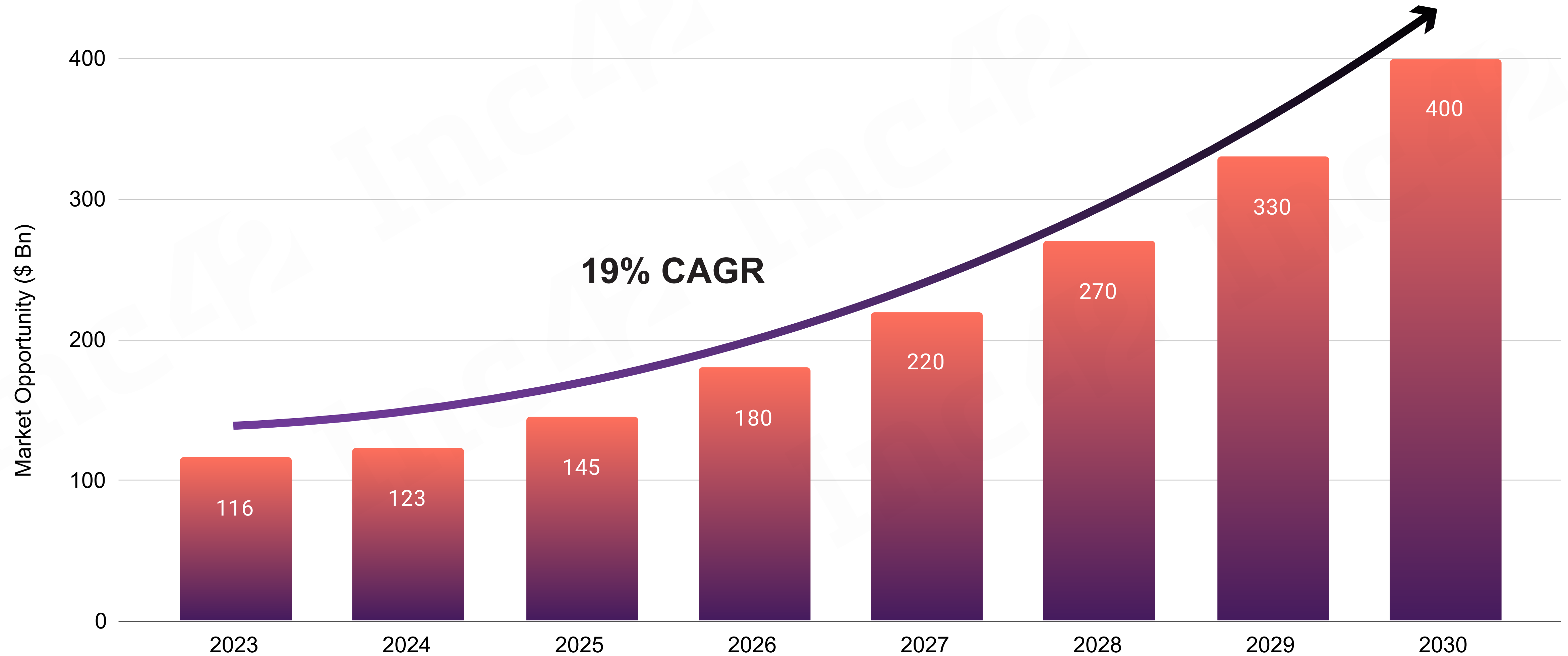
India To Have 900 Mn+ Active Internet Users By 2025

By 2025, 56% of all new internet users will be from rural areas, and 65% of new internet users will be female

	2022	2025 (E)	% Growth (Absolute)		
Smartphone users	931 Mn+	1.1 Bn+	22%	Internet Penetration (Active Users) 52%	5G Enabled Indian Cities/towns 7K+
Internet users	759 Mn+	900 Mn+	19%	Urban Internet Penetration (Active Users) 71%	Number Of Male Internet Users 395 Mn
Urban internet users	360 Mn+	396 Mn+	10%	Cost Of 1 GB Internet \$0.16	Number Of Female Internet Users 349 Mn
Rural internet users	399 Mn+	504 Mn+	26%		

India's \$400 Bn Ecommerce Market Opportunity

The ecommerce market in India is expected to grow at 19% CAGR from 2023-2030



Source: Inc42 Analysis, BCG, Secondary Sources

Note: Market opportunity represents total addressable market for D2C players in India

Beauty & Personal Care: India’s Fastest Growing Ecommerce Segment

	Market Size (2023)	Market Size (2030)	CAGR (2023-2030)	% Share OF Market Size (2030)
Overall Ecommerce Market	\$116 Bn+	\$400 Bn+	19%	
Fashion Apparel & Accessories	23 Bn+	\$112 Bn+	25%	28%
Smartphones	35 Bn+	\$72 Bn+	11%	18%
Electronics & Appliances	23 Bn+	\$68 Bn+	17%	17%
Food & FMCG	15 Bn+	\$68 Bn+	24%	17%
Beauty & Personal Care	5 Bn+	\$28 Bn+	28%	7%
Furniture & Home Decor	7 Bn+	\$24 Bn+	19%	6%
Others	8 Bn+	\$28 Bn+	19%	7%

Source: Inc42, BCG, Secondary Sources

Indian Ecommerce Engine: The Players Powering India's Online Shopping Bandwagon

Manufacturers

Legacy Players



New Age Challengers



Brands

Legacy Players



New Age Challengers



Marketplace

Legacy Players



New Age Challengers



Supply Chain & Logistics

Legacy Players



New Age Challengers



Source: Inc42

Note: This is not an exhaustive list

Ecommerce Market In India: A Snapshot




MARKET OPPORTUNITY		VENTURE CAPITAL		UNICORNS & SOONICORNS	
\$400 Bn+	Market Opportunity (2030)	\$34 Bn+	Total Funding (2014 to H1 2024)	25	Unicorns In India
19%	CAGR (2023 to 2030)	22%	Funding CAGR (2020 to 2023)	18	Soonicorns In India
Fashion & Apparel	The Most Lucrative Segment (2030)	5.1K+	Active Ecommerce Startups	\$89 Bn+	Combined Valuation Of Unicorns
\$112 Bn+	Fashion Apparel & Accessories Market Opportunity (2030)	940+	Funded Ecommerce Startups	\$6 Bn+	Combined Valuation Of Soonicorns

India's Ecommerce Landscape

B2C ECOMMERCE	B2B ECOMMERCE	D2C	RECOMMERCE	ROLL UPS	AFFILIATES
<div><div>Flipkart</div><div>snappdeal</div><div>firstcry</div><div>purple</div><div>NYKAA</div><div>Myntra</div><div>Craftsvilla</div><div>HEADS UP FOR TAILS</div><div>DealShare</div><div>koovs</div><div>meesho</div></div>	<div><div>indiamart</div><div>udaan</div><div>ofbusiness</div><div>moglix</div><div>elasticrun</div><div>Grovo</div><div>SOLV</div><div>1K</div><div>GF</div><div>lallo</div><div>Jumbotail</div><div>arzoob</div><div>industrybuying</div></div>	<div><div>lenskart</div><div>noise</div><div>mamaearth</div><div>boat</div><div>THE SLEEP COMPANY</div><div>wakefit</div><div>WOW</div><div>SUGAR</div><div>MELORRA</div><div>Licious</div><div>FURLenco</div><div>BLUESTONE</div><div>Country Delight</div></div>	<div><div>CARS 24</div><div>CarDekho</div><div>Spinny</div><div>Quikr</div><div>droom</div><div>CarTrade</div><div>CASHIFY</div><div>CREDR</div><div>TRUEBIL</div></div>	<div><div>GlobalBees</div><div>MENSA</div><div>G.O.A.T</div><div>NESO BRANDS</div><div>upscelio</div><div>10club</div><div>JOIN Ventures</div><div>Evenflow</div><div>powerhouse</div><div>HB</div></div>	<div><div>little app</div><div>CASHKARO</div><div>nearbuy</div><div>smytten</div><div>mysmartprice</div><div>STUMBL</div><div>pop</div><div>buyhatke!</div><div>couponraja</div><div>priceraja</div></div>

Source: Inc42
Note: This is not an exhaustive list

How Indian Ecommerce Startup Economy Stack Up Against The US & China

	 India	 USA	 China
Total Funding (2014 to H1 2024)	\$34 Bn+	\$130 Bn+	\$70 Bn+
3-Year-Funding CAGR (2019-2022)	15%	70%	12%
Number Of Unicorns	25	N/A	N/A
Number Of Online Shoppers (2030)	500 Mn+	300 Mn+	980 Mn+
Market Opportunity (2030)	\$400 Bn+	\$1.5 Tn+	\$6 Tn+

Source: Inc42, Secondary Sources
Note: N/A means data not available.

Pay10: Powering Success for D2C Brands

BNPL/EMI PLATFORM
(Multiple Partners Integrated)

30%

improvement in
cart conversions

**SEAMLESS
CHECKOUT**

2X

increase in shopper
conversions

**BEST IN CLASS
CUSTOMER SUPPORT**

24/7

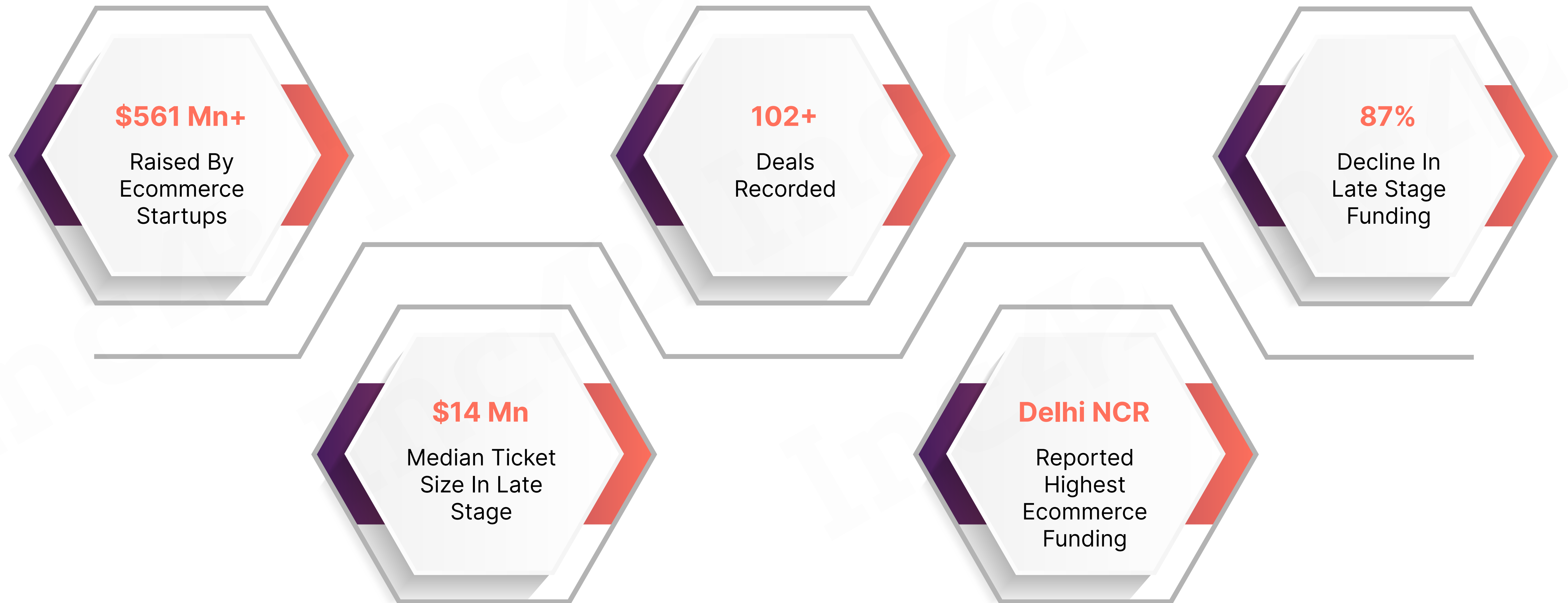
dedicated merchant
support

SIGN UP NOW!

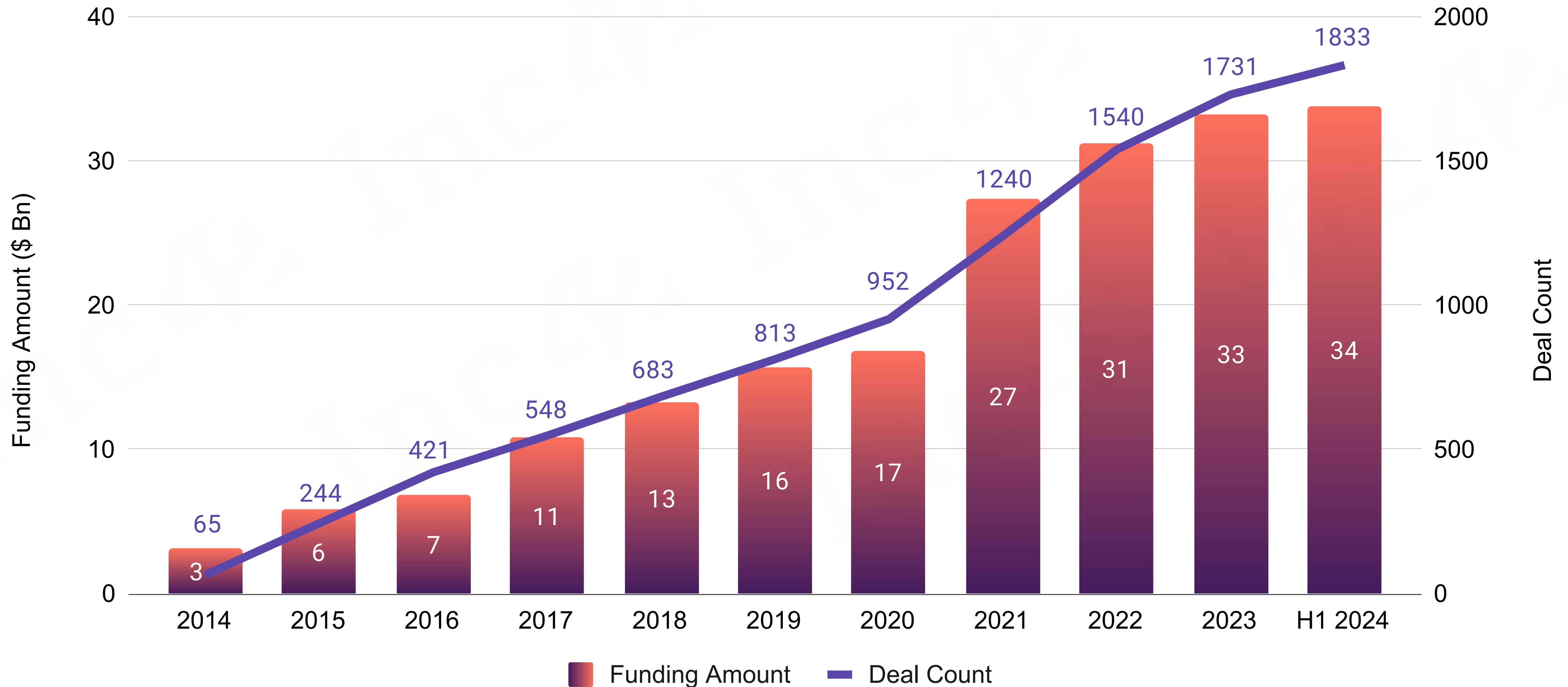
 info@pay10.com

 +91 97004 97004

Indian Ecommerce Startup Ecosystem: Key Highlights [H1 2024]



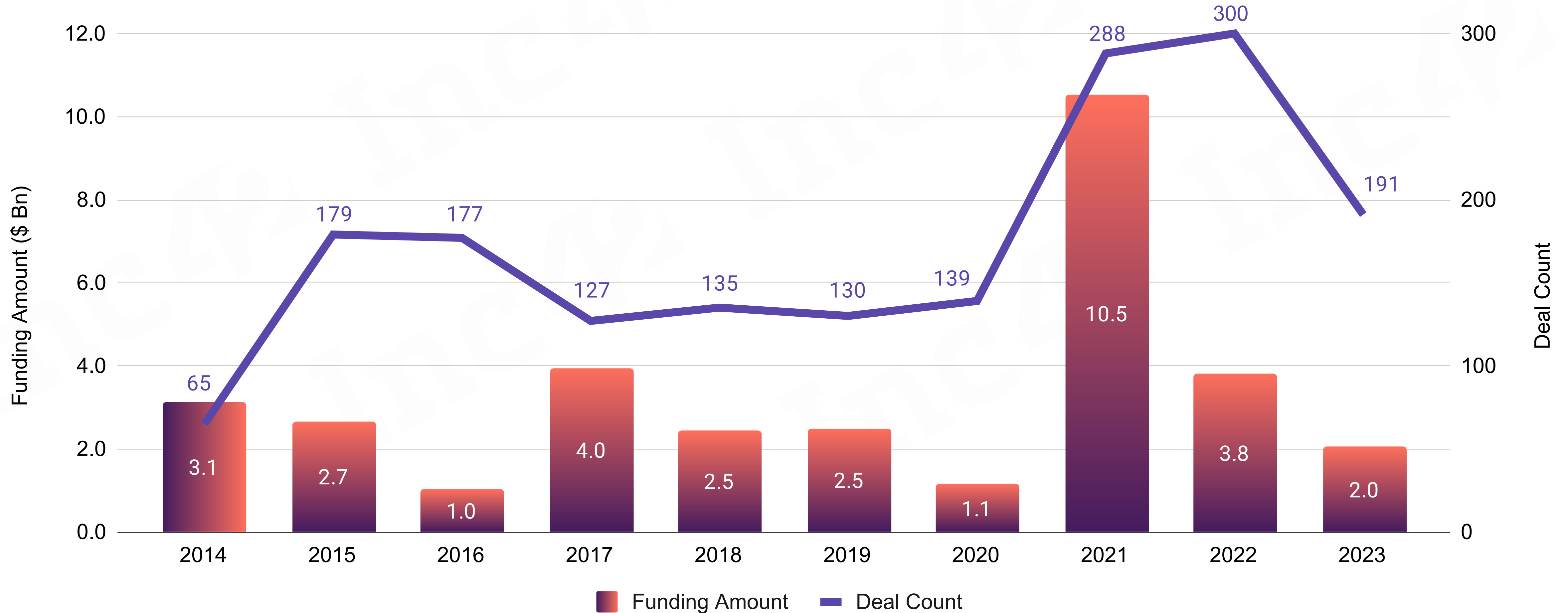
\$34 Bn+ Raised By Indian Ecommerce Startups Since 2014



Source: Inc42

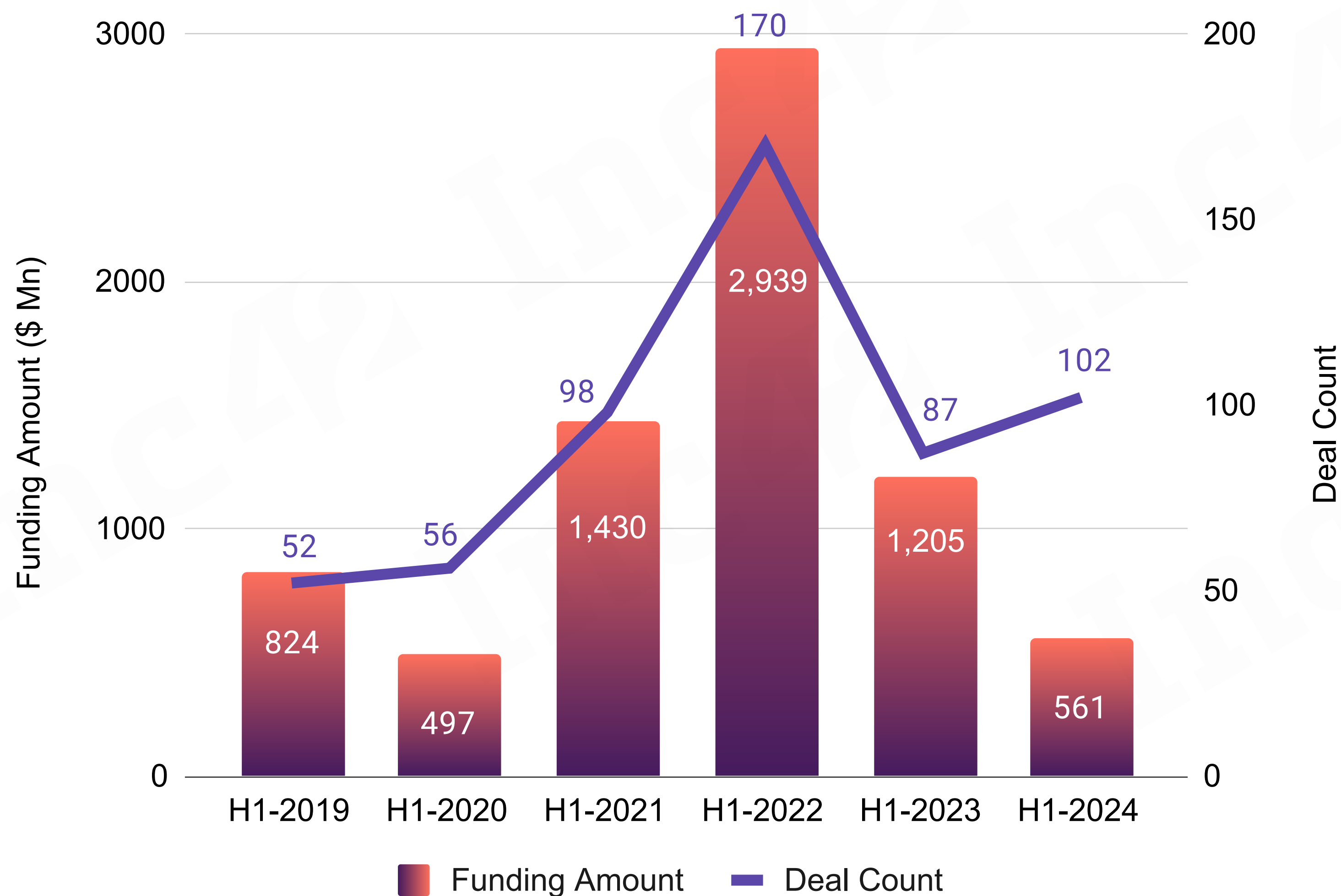
India's Ecommerce Funding Dropped 47% YoY In 2023

Ecommerce sector unable to revive investor confidence after 2022's funding winter



Source: Inc42

H1 2024: India's Ecommerce Funding Down By 53% YoY



Seed Stage: A 358% increase in funding indicates a strong investor inclination towards new ventures.

Growth Stage: The 100% rise in deal count reflects increased funding for growth-stage startups.

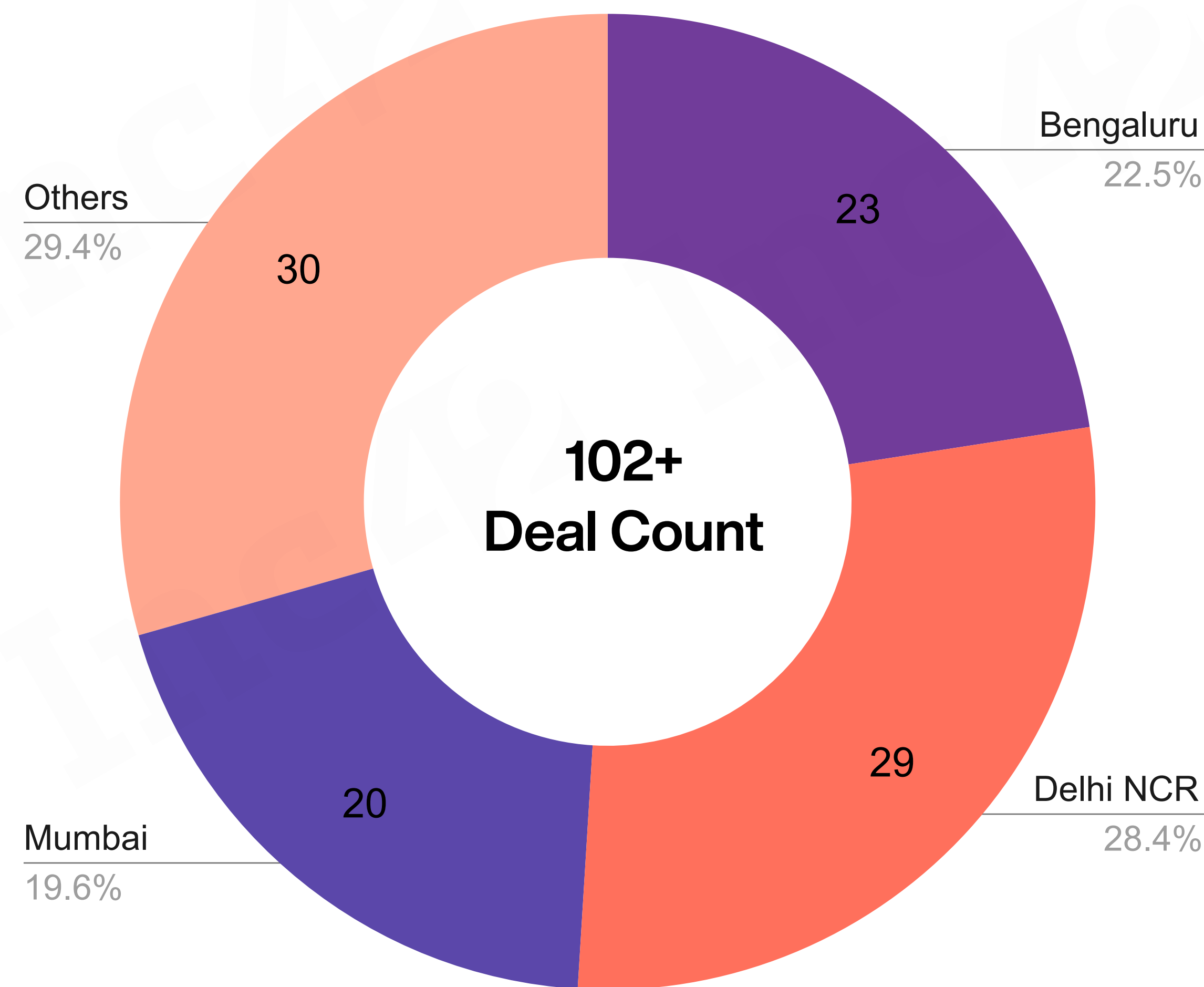
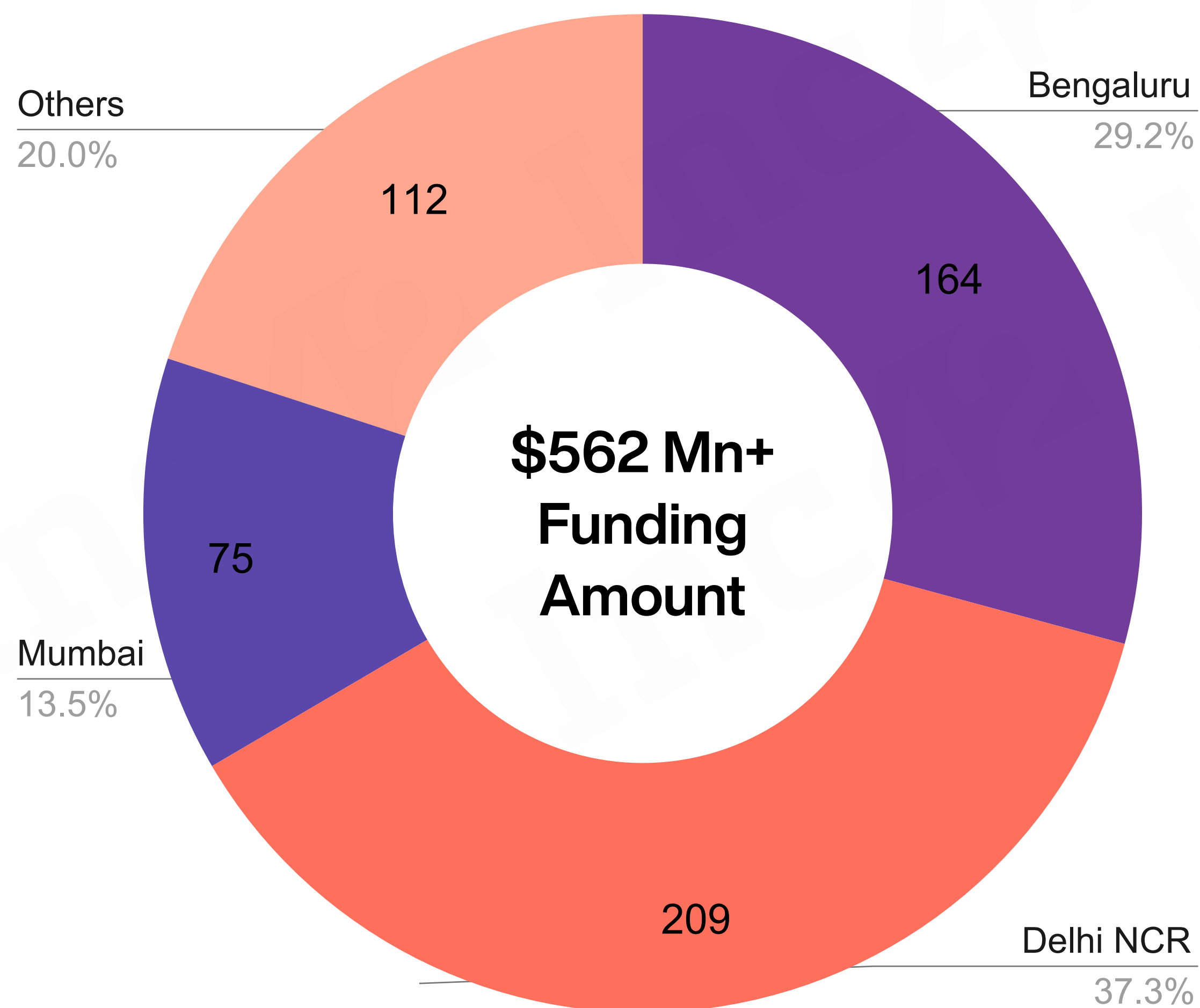
Late Stage: A decrease in funding by 87% and a 27% drop in deal count suggest investors are being cautious with late-stage funding.

Stage Wise Analysis Of Indian Ecommerce Funding [H1 2024]

Investment Stage	Funding Amount	YoY Change	Deal Count	YoY Change	Median Ticket Size	YoY Change
Seed Stage	\$116 Mn+	+358%	47+	+4%	\$1 Mn	+283%
Growth Stage	\$215 Mn+	+19%	26+	+100%	\$6 Mn	-38%
Late Stage	\$116 Mn+	-87%	8+	-27%	\$14 Mn	-32%

Source: Inc42

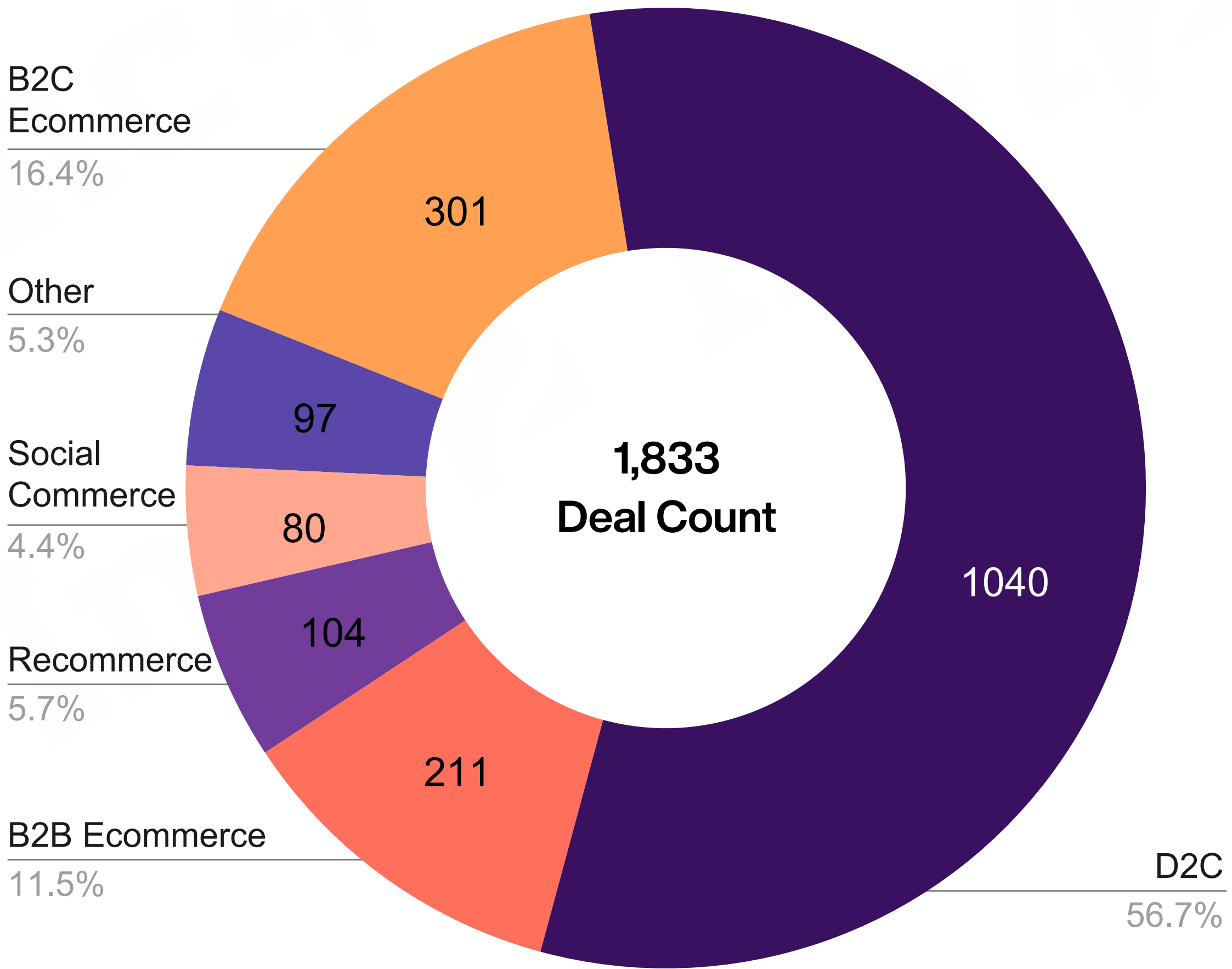
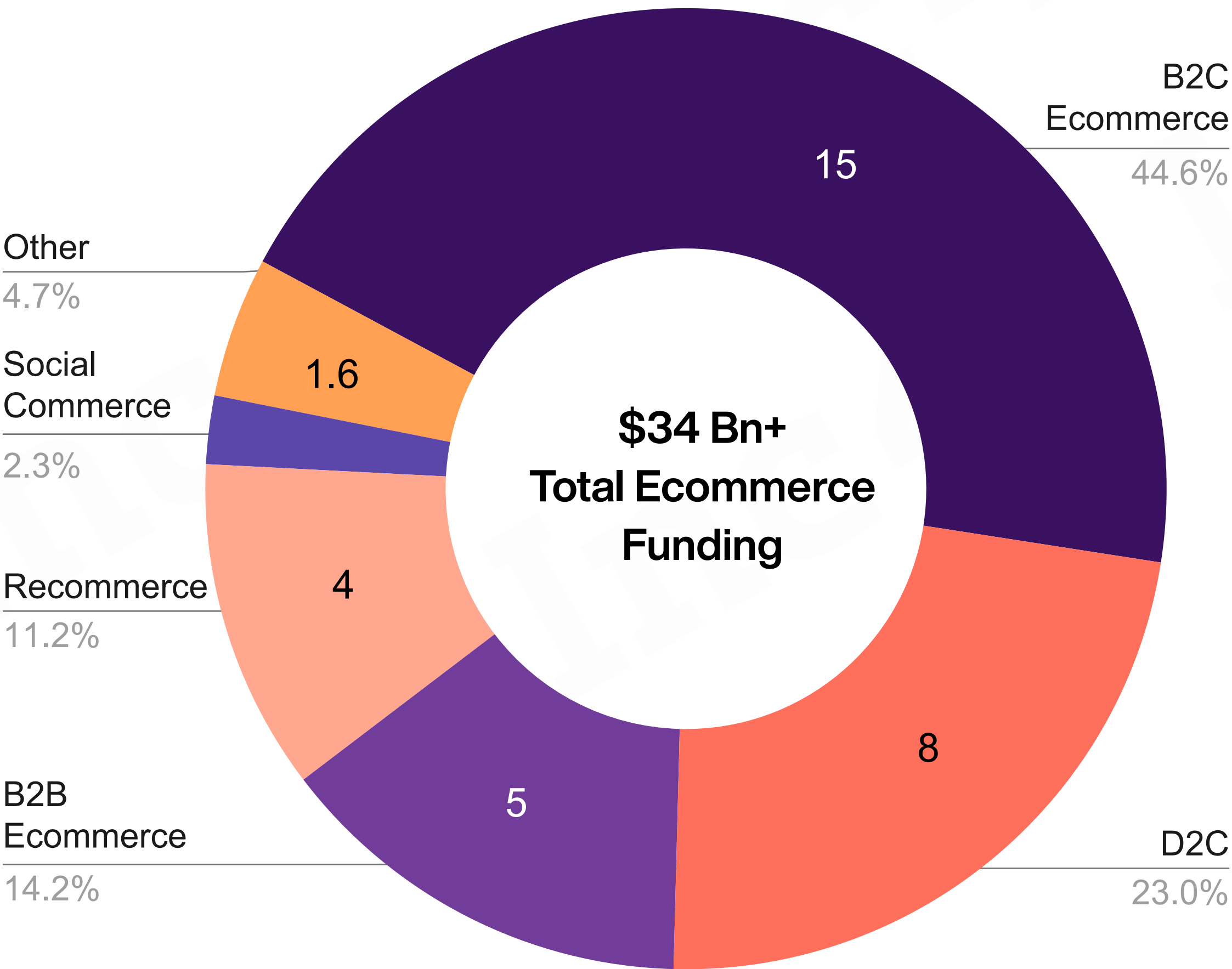
Delhi NCR & Bengaluru Tops Ecommerce Funding Charts In H1 2024



Source: Inc42

Top Funded Ecommerce Sub-Sectors [2014-H1 2024]

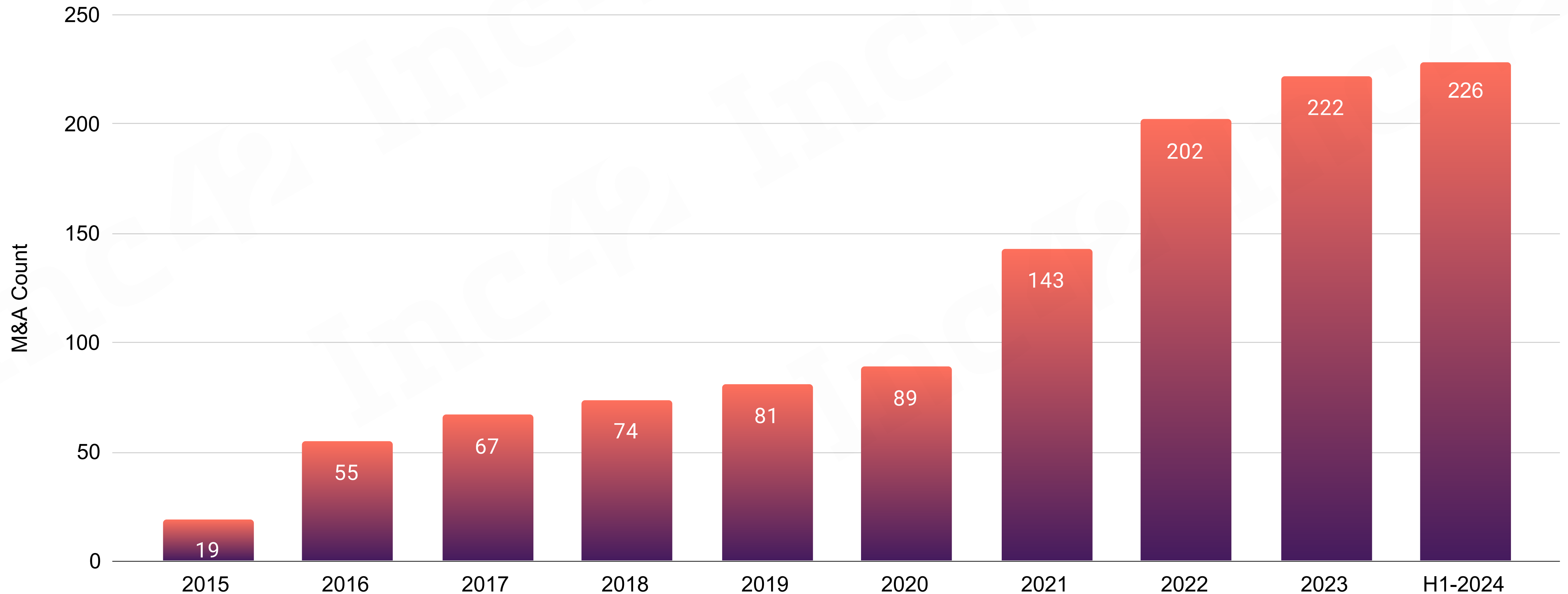
B2C ecommerce accounted for 44.6% of total ecommerce funding



Source: Inc42

226+ M&As Recorded By Indian Ecommerce Startups Since 2014

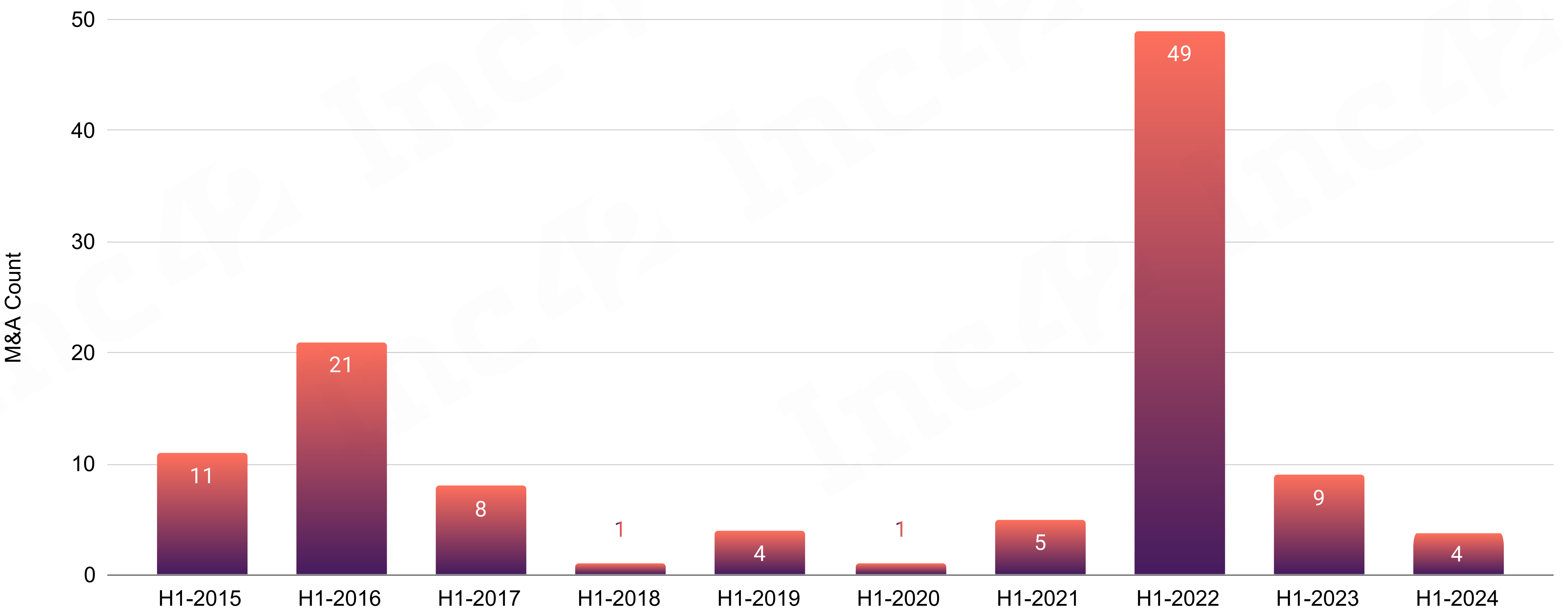
The rise of Thrasio-styled roll-up models led to a surge in M&As in 2022. However, this trend has since declined, resulting in a stagnant M&A landscape



Source: Inc42











Ecommerce M&As Fail To Pick Pace In H1 2024

Compared to H1 2023, the M&A deal count was 55% lower in H1 2024













Source: Inc42

Biggest Ecommerce Funding Rounds [H1 2024]

Startup Name	Sector	Funding Stage	Round Size	Notable Investors
 Kushal's	D2C	Growth Stage	\$34 Mn	Rainmatter Capital
 THE AYURVEDA EXPERIENCE	B2C Ecommerce	Late Stage	\$27 Mn	SIDBI Venture Capital, Sharrp Ventures, Jungle Ventures, Anicut Capital
 Lyskraft	B2C Ecommerce	Seed Stage	\$26 Mn	Peak XV Partners
 TECHNOSPORT®	D2C	Seed Stage	\$25 Mn	A91 Partners
 CUREFOODS	D2C	Late Stage	\$25 Mn	3 STATE Ventures
 ROZANA.IN DAILY NEEDS, HOME-DELIVERED	Social Commerce	Seed Stage	\$22.5 Mn	Vivek Gupta, 3one4 Capital, Fireside Ventures, Bertelsmann India Investments
 Walko	D2C	Growth Stage	\$20 Mn	Jungle Ventures
 Country Delight Live better	D2C	Late Stage	\$20 Mn	Temasek Holdings, Venturi Partners
 Jumbotail	B2B Ecommerce	Late Stage	\$18.3 Mn	Heron Rock Fund, Sabre Advisors, Arkam Ventures, Jarvis Invest
 ZYOD	B2B Ecommerce	Growth Stage	\$18 Mn	RTP Global, Stride Ventures, Stride One, Trifecta Capital, Lightspeed

Source: Inc42

10 Most Active Ecommerce Investors [H1 2024]

Startup Name	Deal Count	Notable Investors
 D&G CONSUMER PARTNERS	4	Fix My Curls,Go DESi, Go Zero
 firesideventures	6	Newme, Supertails, The Baker's Dozen
 Indian Angel Network®	3	BEYOBO, LetsDressUp, Papa Pawsome
 INFLECTION POINT VENTURES	4	Palette Brands,Freshleaf Teas, Relso
 .JUNGLE	3	Distil, Walko, The Ayurveda Experience,
 Rainmatter	3	Two Brothers Organic Farm, Kushal's, Amwoodo
 SAAMA	4	DaMENSCH, Supertails, Go Zero
 TITAN CAPITAL	3	LetsDressUp, Boba Bhai, KARBAN Envirotech
 TRIFECTA	5	Zyod, Groyyo,MyMuse
 Venture Catalysts++ India's 1 st Multi-Stage VC	7	Skippi Ice Pops, The Betal Leaf, Sova Health

Source: Inc42
Note: This is not an exhaustive list | Investors are placed alphabetically

Ecommerce Unicorn & Soonicorn Landscape In India



Source: Inc42

Note: The unicorn list includes Indian startups which reached \$1 Bn valuation in their business lifecycle | However, some of the companies mentioned above lost their unicorn status over the time.

INFOCUS: BEAUTY & PERSONAL CARE

India's Beauty & Personal Care Ecosystem: Key Statistics

\$28 Bn+ Indian Beauty & Personal Care Market Opportunity By 2030

\$1.1 Bn+ Raised By Indian Beauty & Personal Care Startups [2014-H1 2024]

\$9 Mn+ Median Ticket Size In Indian Beauty & Personal Care Startups In H1 2024

\$46 Mn+ Raised By Indian Beauty & Personal Care Startups In H1 2024

\$75 Mn+ Market Opportunity For AI Beauty & Personal Care In India By 2030

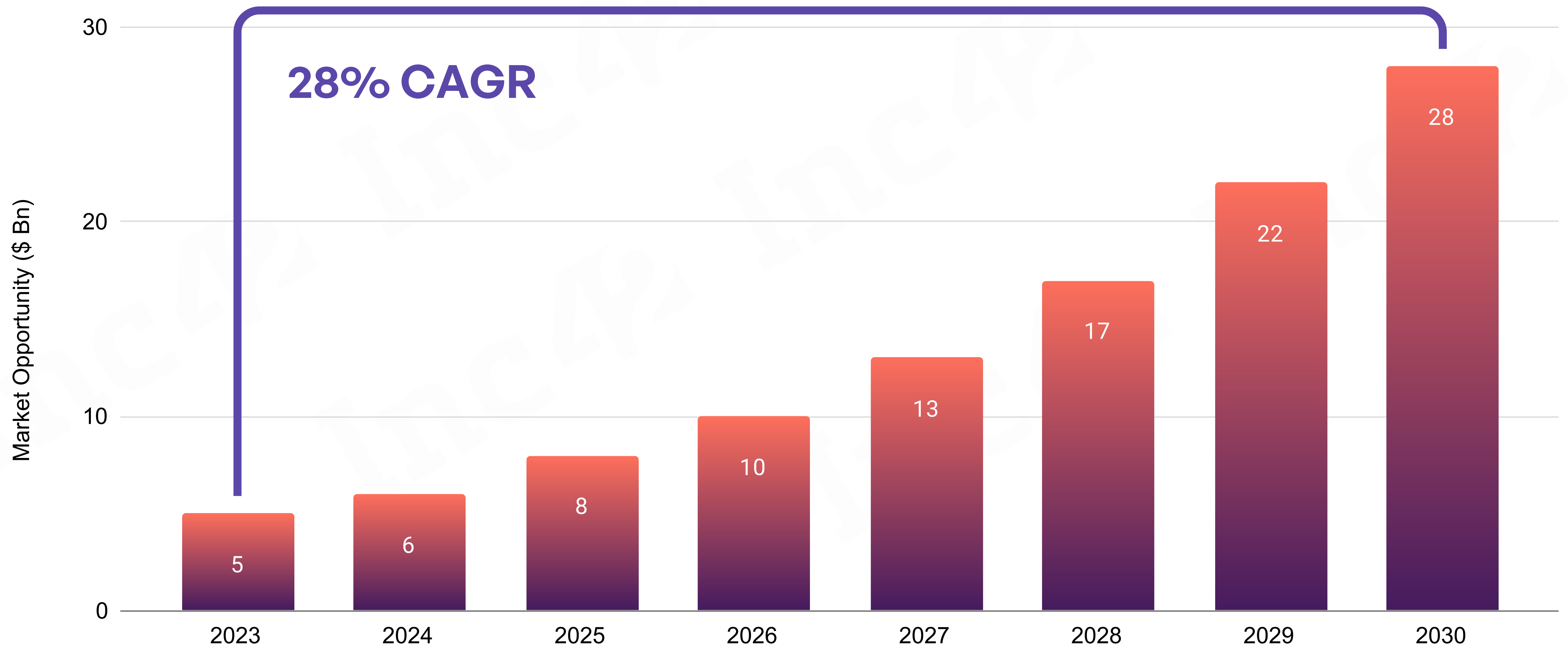
Mumbai Reported Maximum Funding In The Beauty & Personal Care Segment [2014-H1 2024]

Delhi NCR Accounted For The Most Deals In Indian



Source: Inc42

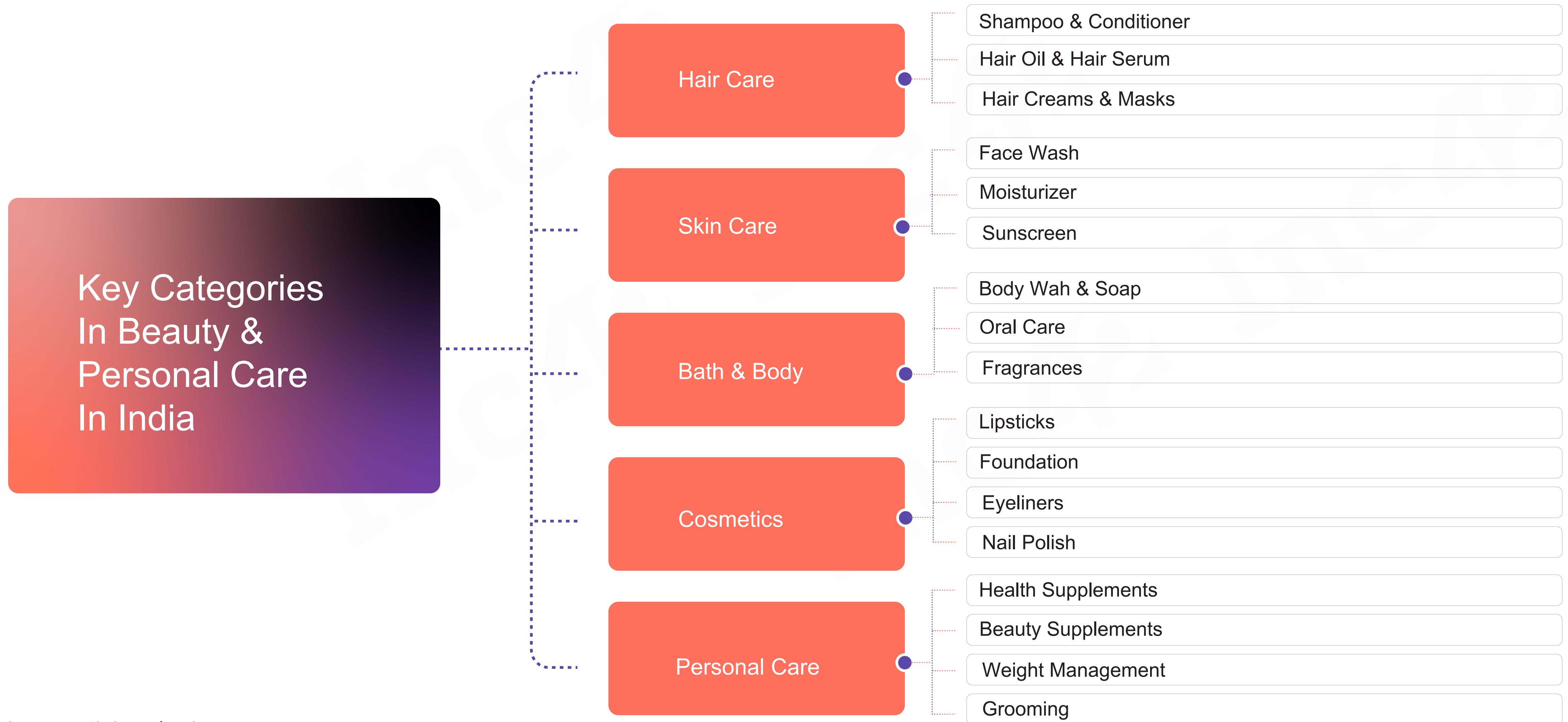
India's Beauty & Personal Care Market Set To Surpass \$28 Bn By 2030



Source: Inc42 Analysis, BCG, Secondary Sources

Note: Market opportunity represents total addressable market for beauty & personal care D2C players in India

Key Categories In Beauty & Personal Care In India



Source: Inc42, Secondary Sources

Landscape Of Beauty & Personal Care Brands In India: Legacy Vs New Age Brands

New Age Brands/ Startups		Legacy Brands	
Cosmetics	Personal Care	Cosmetics	Personal Care
<div>coloréssence <i>Color your spirit</i></div> <div>JUST HERBS mamaearth™</div> <div>Kay Beauty MYGLAMM</div> <div>NYKAA pilgrim® <small>Discover World's Best Beauty Secrets</small></div> <div>plôm be good RENÉE</div> <div>SUGAR</div>	<div>BELLA VITA®</div> <div>BOMBAY SHAVING COMPANY mamaearth™</div> <div>cafféine™ Minimalist</div> <div>PEE SAFE plôm be good Soothe Healthcare</div> <div>Power Gummies THE MAN COMPANY</div> <div>the moms co. WOW SKIN SCIENCE</div>	<div>Blue Heaven CHAMBOR — GENEVA —</div> <div>COLORBAR ELLE 18</div> <div>L'ORÉAL GROUPE LAKMÉ</div> <div>MAC REVLON®</div> <div>MAYBELLINE NEW YORK</div> <div>Miss Claire®</div>	<div>Dabur Dove</div> <div>emami* VLCC</div> <div>head & shoulders® Himalaya™ <small>SINCE 1930</small></div> <div>Johnson's baby PATANJALI</div> <div>sebamed VICCO® <small>LABORATORIES</small></div>

Source: Inc42

Top Factors Fuelling The Growth Of Beauty & Personal Care In India

Emerging Market Potential

In contrast to developed nations, India boasts a vast untapped market. Per capita spending on beauty and personal care products in India stands at just \$14, compared to \$313 in the USA and \$38 in China, highlighting substantial growth potential in the sector.

Rising Disposable Income

India's burgeoning economy is driving up disposable incomes, enabling consumers to allocate more funds towards non-essential items such as beauty products. Consumer spending is projected to increase by 2.73x by 2030.

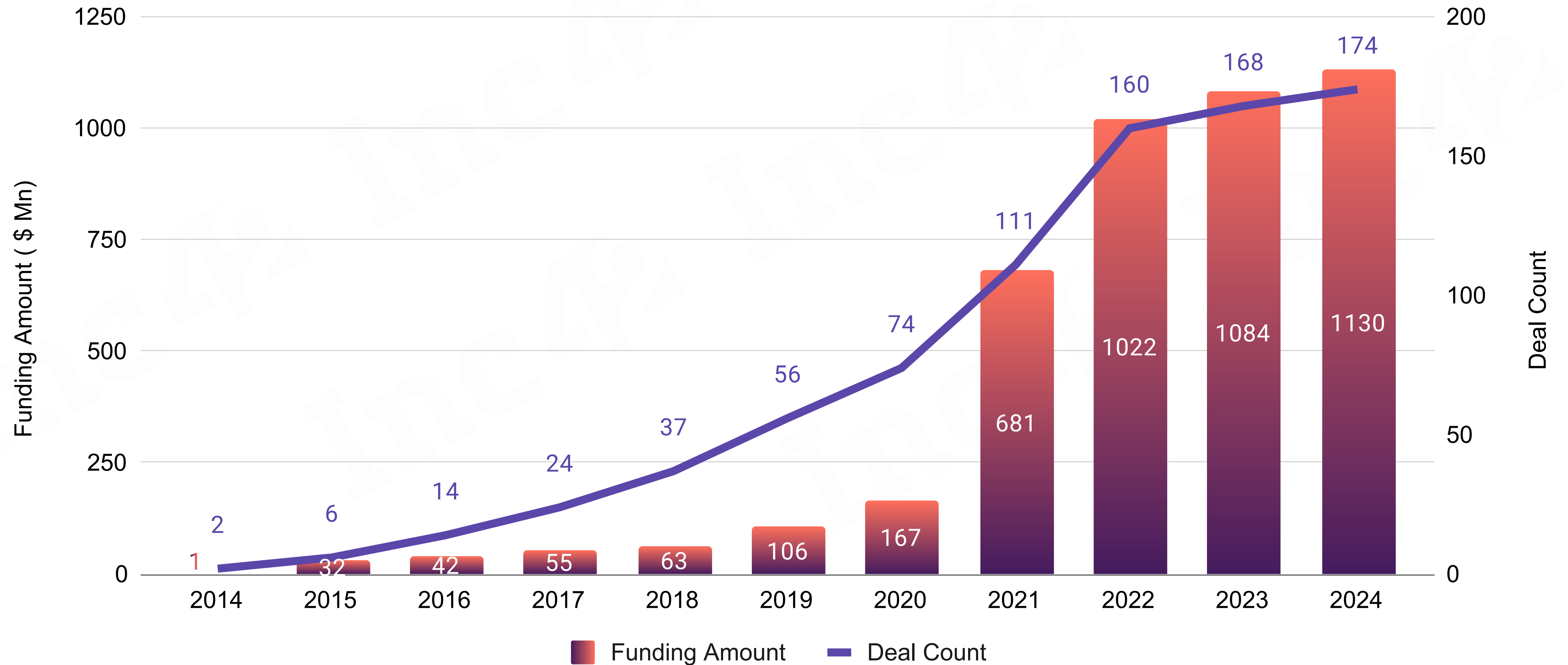
Shift Towards Premium & Natural Products

Consumers in India are increasingly favoring premium and natural beauty products, creating opportunities for new brands and product categories. This shift is also driving market preferences towards higher product quality, catalysing the rise of startups in the beauty sector.

Rise Of Omnichannel

Both online and offline modes of purchasing beauty products are rapidly becoming pivotal channels, offering broader product availability and enhanced convenience. There is a notable surge in demand from tier 2 cities and beyond, underscoring the growing accessibility and reach of beauty products facilitated by omnichannel strategies.

Indian Beauty & Personal Care Startups Have Secured \$1 Bn+ Since 2014



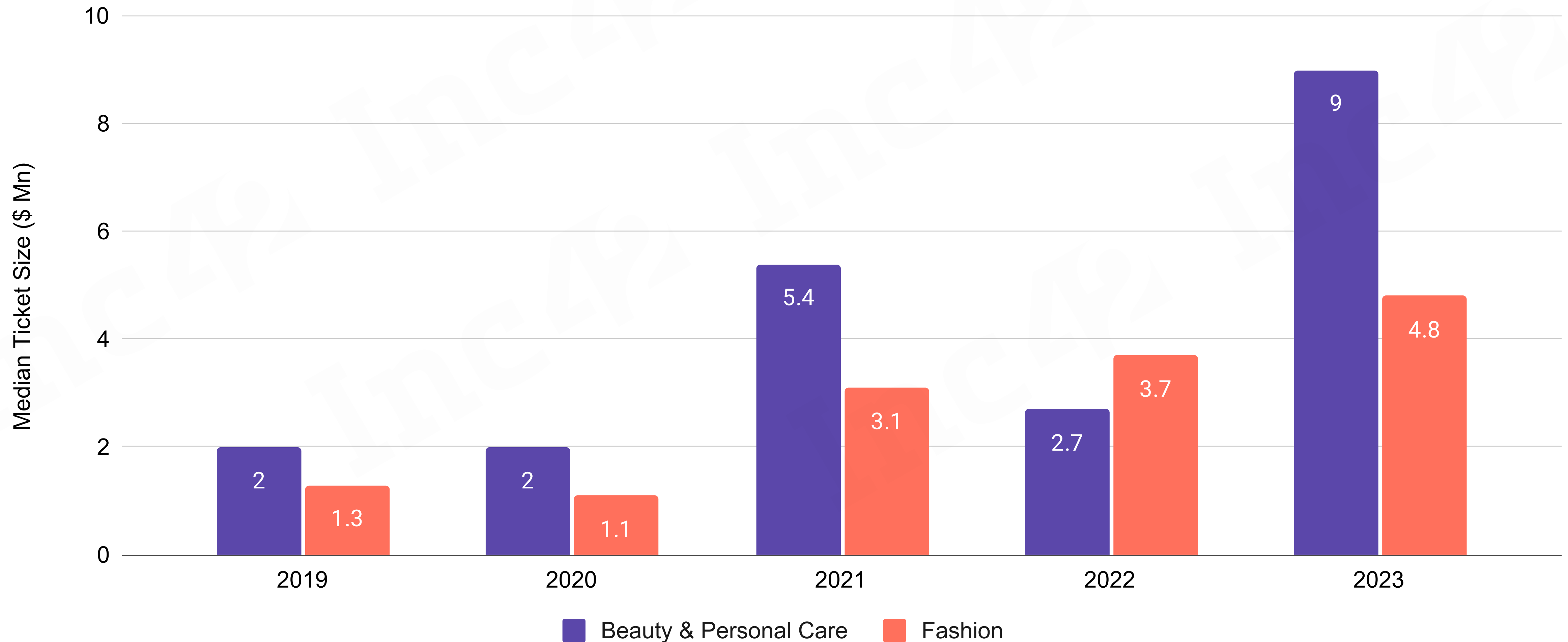
Source: Inc42

Beauty & Personal Care Emerged As The Third Most Funded Segment Within D2C

Sector	Number Funded Startup [2014 To H1 2024]	3-Year CAGR Of The Number Of Startups Funded [2020 To 2023]
Food & Beverages	150+	-17%
Fashion	100+	-22%
Beauty & Personal Care	68+	-8%
Home Care & Decor	49+	-4%
Baby Products	14+	+44%

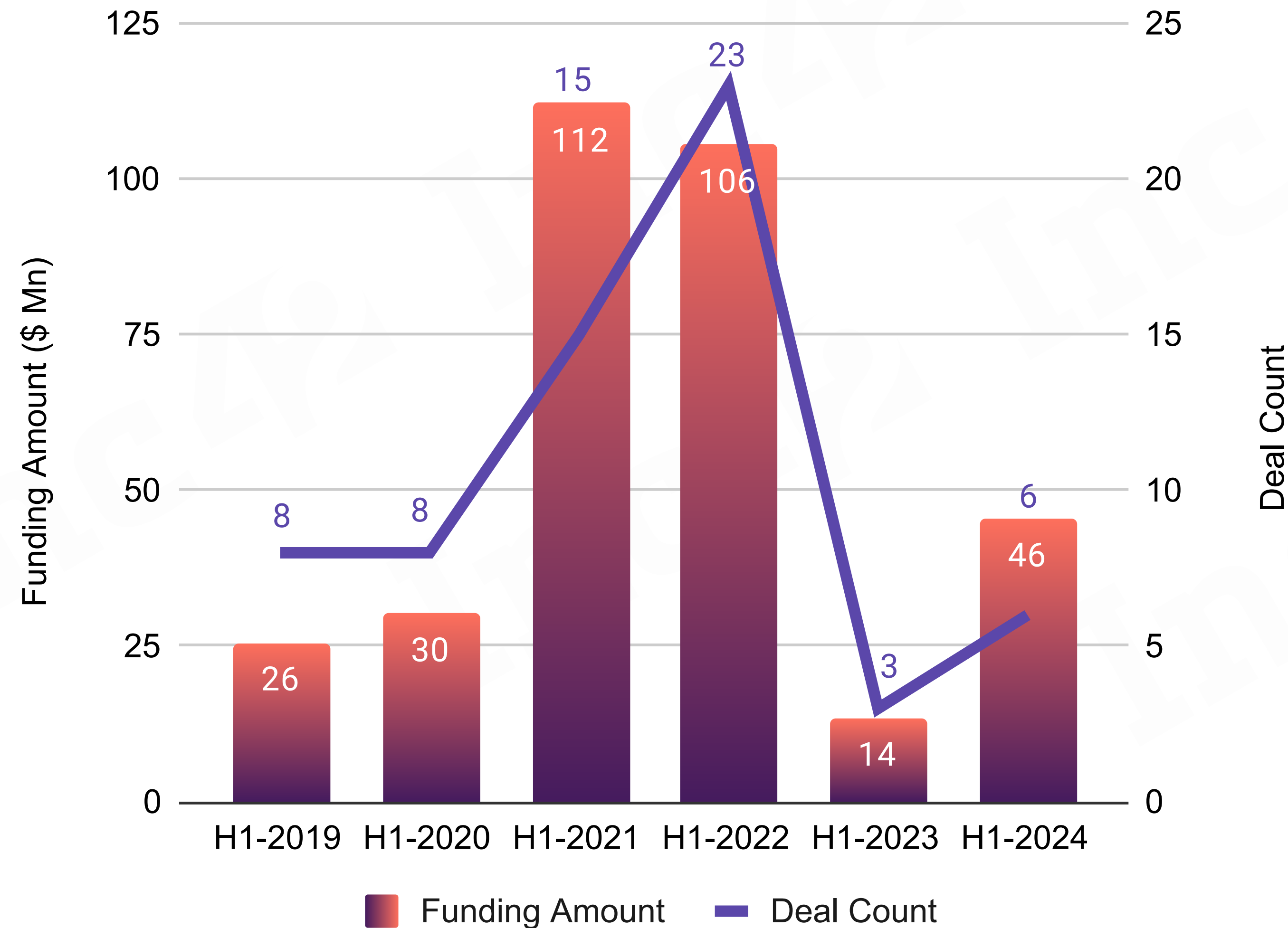
Source: Inc42

D2C Brands In Beauty & Personal Care Outpaces Fashion With 47% Higher Median Ticket Size In 2023



Source: Inc42

Startup Funding In India's Beauty & Personal Care Segment Surged 3.2x In H1 2024 YoY



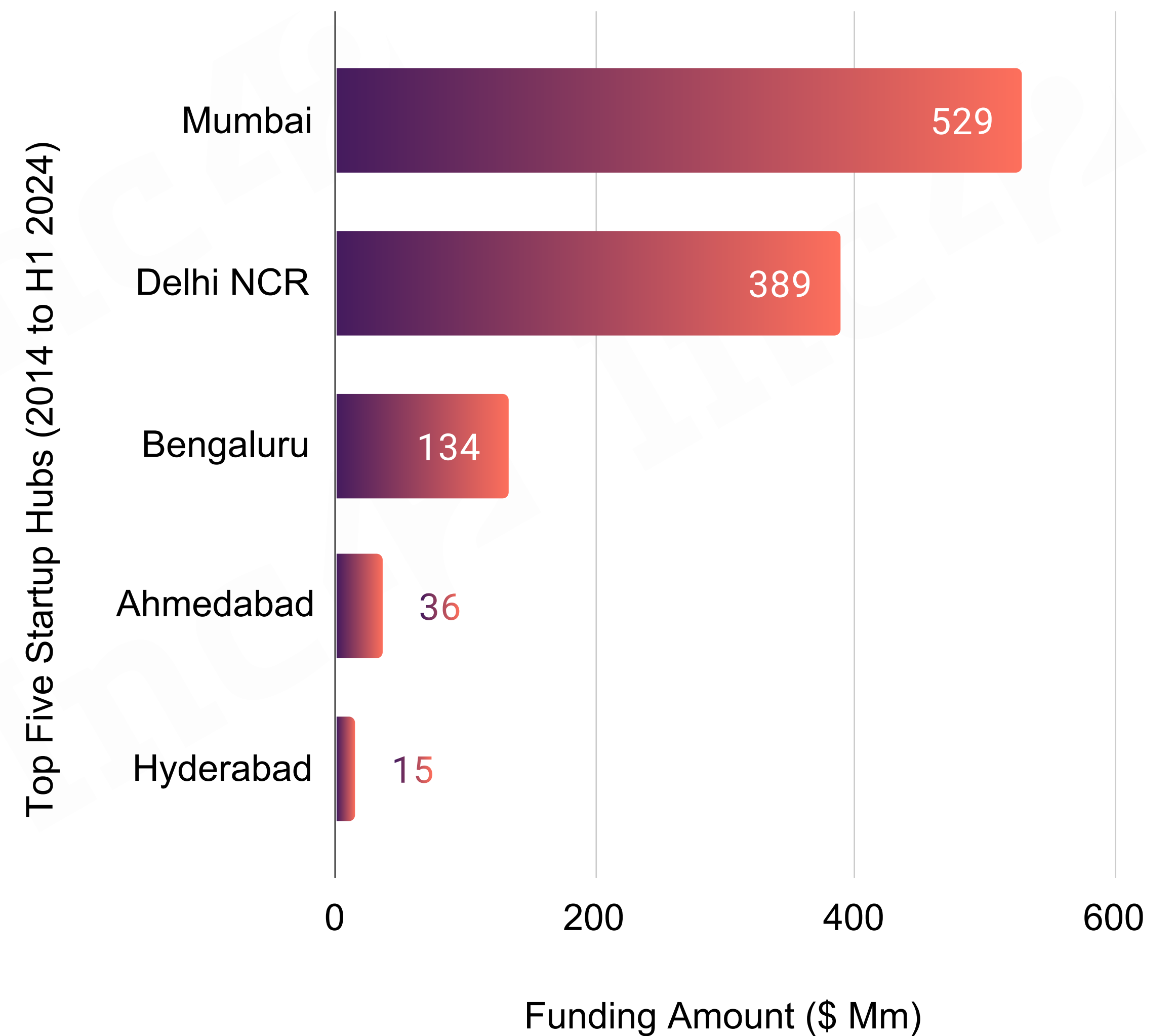
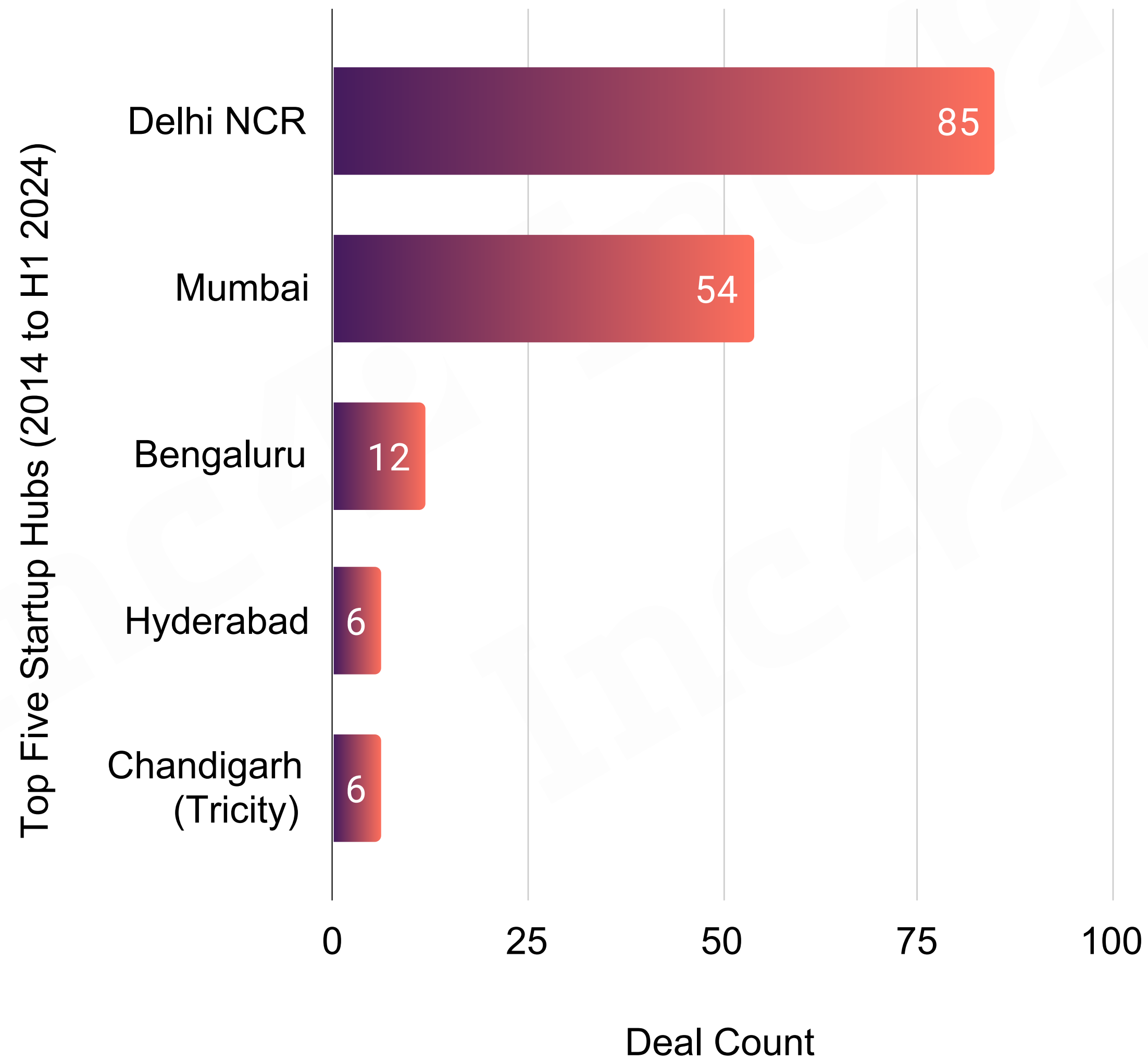
*Foxtale (\$32 Mn)
and Renee
Cosmetics (\$12
Mn) took home
the largest
cheques in first
half of 2024*

Top Ten Most Funded Startups In Indian Beauty & Personal Care Segment






























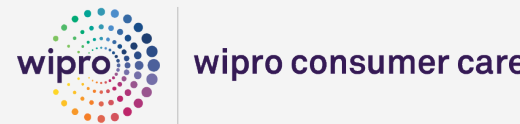


Startup Name	Headquarters	Total Funding	Notable Investors
 THE Good Glamm GROUP	Delhi NCR	\$288.4 Mn	Prosus Ventures, Accel, Bessemer Venture Partners, Amazon, Ascent Capital
 mamaearth™	Delhi NCR	\$139 Mn	Peak XV Partners, Sofina, Fireside Ventures, Stellaris Venture Partners
 WOW SKIN SCIENCE	Bengaluru	\$125 Mn	Chrys Capital, GIC
 SUGAR	Mumbai	\$88 Mn	Elevation Capital, Stride Ventures, India Quotient, L Catterton
 RENÉE	Ahmedabad	\$51 Mn	Mensa Brands, 100 Unicorns, Edelweiss
 BOMBAY SHAVING COMPANY	Delhi NCR	\$49 Mn	Alteria Capital, Sixth Sense Ventures, Colgate Palmolive
 plóm be good	Mumbai	\$47 Mn	Unilever Ventures, A91 Partners, Faering Capital
 Soothe Healthcare	Delhi NCR	\$41 Mn	A91 Partners, Sixth Sense Ventures, U.S. International Development Finance Corp
 caffeine®	Mumbai	\$38 Mn	RPSG Capital Ventures, Paragon Partners, India, Amicus Capital
 THE AYURVEDA EXPERIENCE	Delhi NCR	\$35 Mn	Fireside Ventures, Anicut Capital, Jungle Ventures

Source: Inc42

Top Five Beauty & Personal Care Startup Hubs In India [2014 to H1 2024]



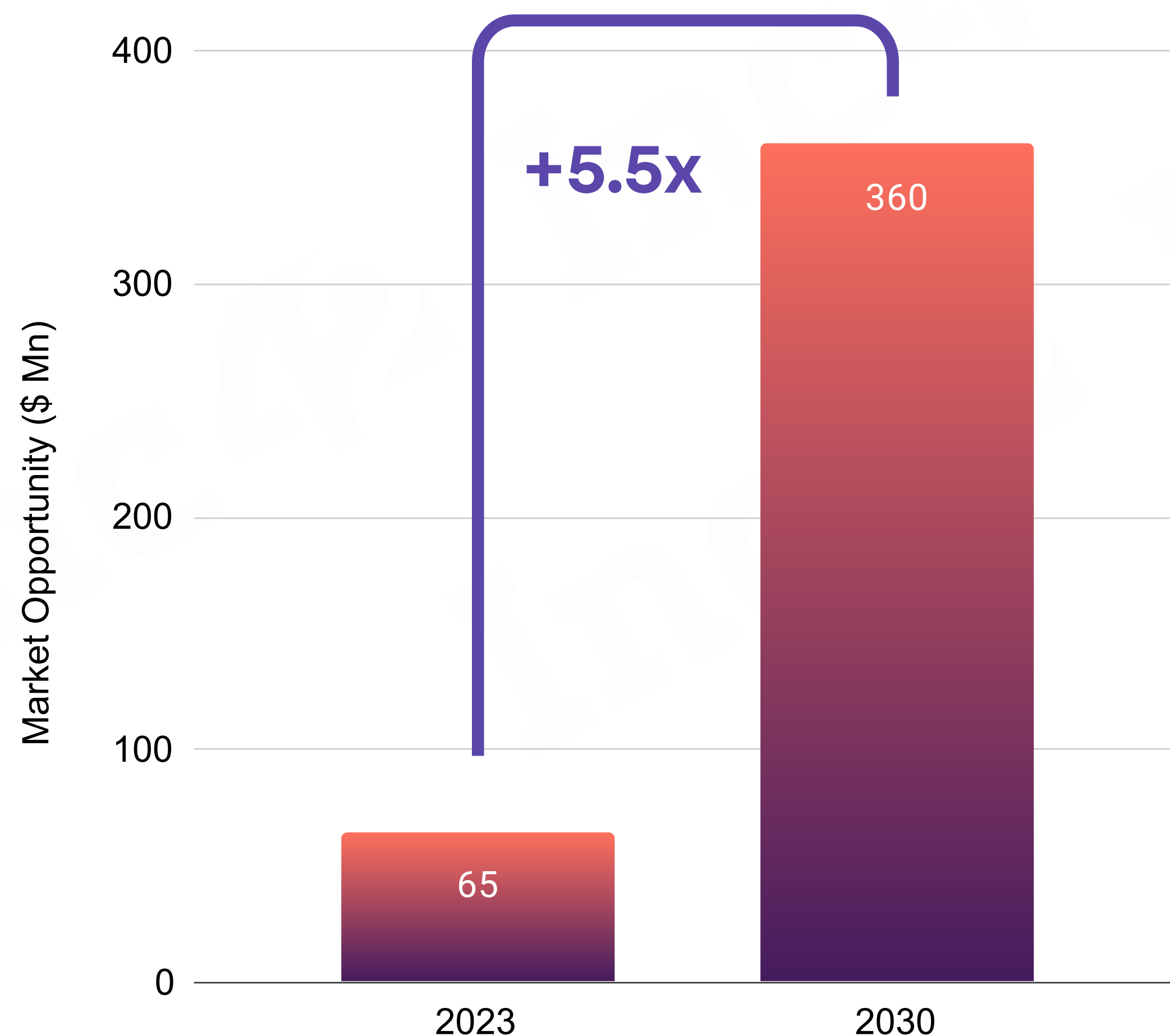
Most Active Investors In Indian Beauty & Personal Care Segment

Investors	Notable Startups
	  
	  
	  
	 
	  
	 
	  
	 
	  
	  

Source: Inc42
Note: This is not an exhaustive list | Investors are placed alphabetically

India's Online Beauty & Personal Care Market Is Set For \$360 Mn AI Makeover by 2030

By 2030, India will account for 3% of the the globe AI market opportunity in the online BPC category



Personalisation: AI helps startups offer personalised beauty solutions tailored to individual preferences and skin types, enhancing user satisfaction.

Innovation: AI accelerates product development by analysing trends and consumer feedback, allowing startups to create new, effective products more quickly.

Customer Engagement: AI-powered chatbots provide real-time customer support, recommend products, and gather feedback, improving overall customer interaction.

Operational Efficiency: AI optimises backend operations like inventory management and supply chain, reducing costs and improving overall efficiency for startups.

Startups using AI: Nykaa, Sugar, Cure Skin, MyGlammm, RENÉE Cosmetics

Source: Inc42 Analysis, Secondary Sources


Note: The market opportunity here is total addressable market (TAM)

How AI Is Revolutionising Beauty & Personal Care Sector

Application	Description	Customer Benefit	Business Benefit	Challenge
Skincare Analysis & Routines	AI analyses skin concerns (wrinkles, dryness) and recommends personalised routines with specific products.	Targeted skincare solutions, Improved results	Increased sales & customer satisfaction, Data-driven product development	Accuracy of AI analysis, Limited data on individual skin types
Virtual Try-On	Apps and filters allow virtual application of make up and hairstyles.	Increased confidence in purchases, Experimentation with new looks	Reduced return rates, Improved customer experience	Realistic representation of products on diverse skin tones and hair textures
AI-Powered Shopping Assistants	Chatbots and virtual assistants suggest products based on preferences and past purchases.	Effortless product discovery, Personalised recommendations	Increased sales & basket size, Improved customer loyalty	Understanding complex user queries and adapting to individual needs
Predictive Skincare	AI predicts future skin concerns based on analysis and suggests preventative measures.	Proactive skincare approach, Early intervention	Customer retention, Improved brand image	Limited understanding of long-term skin health factors
Fragrance Formulation	AI analyses data on consumer preferences to develop crowd-pleasing fragrances.	Novel and appealing scents, Personalised fragrance recommendations	Innovation in product development, Targeted marketing campaigns	Bias in AI algorithms and data sets
Sustainable Beauty Solutions	AI aids in creating effective products with fewer resources and less waste.	Eco-conscious beauty choices, Reduced environmental impact	Cost reduction, Appeal to sustainability-focused consumers	High initial investment in AI technology and data infrastructure
Personalised Packaging Design	AI generates custom packaging based on preferences or chosen products.	AI generates custom packaging based on preferences or chosen products.	Brand differentiation, Increased customer engagement	Privacy concerns around user data collection and usage






Source: Inc42, Secondary Sources

How Large Corporates Are Leveraging AI

Corporation	Key Focus Area
L'ORÉAL	Virtual Make Try-Ons, Skin & Hair Analysis, Personalised Chat Bot, AI Powered Colour Hair Technology
ESTÉE LAUDER	AI-powered beauty app for visually impaired users, AI chatbot to enhance marketing effectiveness globally.
M A Y B E L L I N E N E W Y O R K	Digital Avatar For Advertisement
	AI Driven R&D
C O T Y	AI-powered chatbots for customer service and product recommendations.Explores AI for product development and personalization.

Source: Inc42, Secondary Sources
Note: This is not an exhaustive list

How Indian BPC Startups Are Embracing AI

Corporation	Key Focus Area
	Applies AI for personalised product recommendations based on browsing history and past purchases.
	Offers an AI-powered virtual try-on tool for makeup products.
	Offers an AI-powered virtual try-on tool for makeup products
	Marketing, improve retention and CAC
	AI powered skin analysis & hair analysis

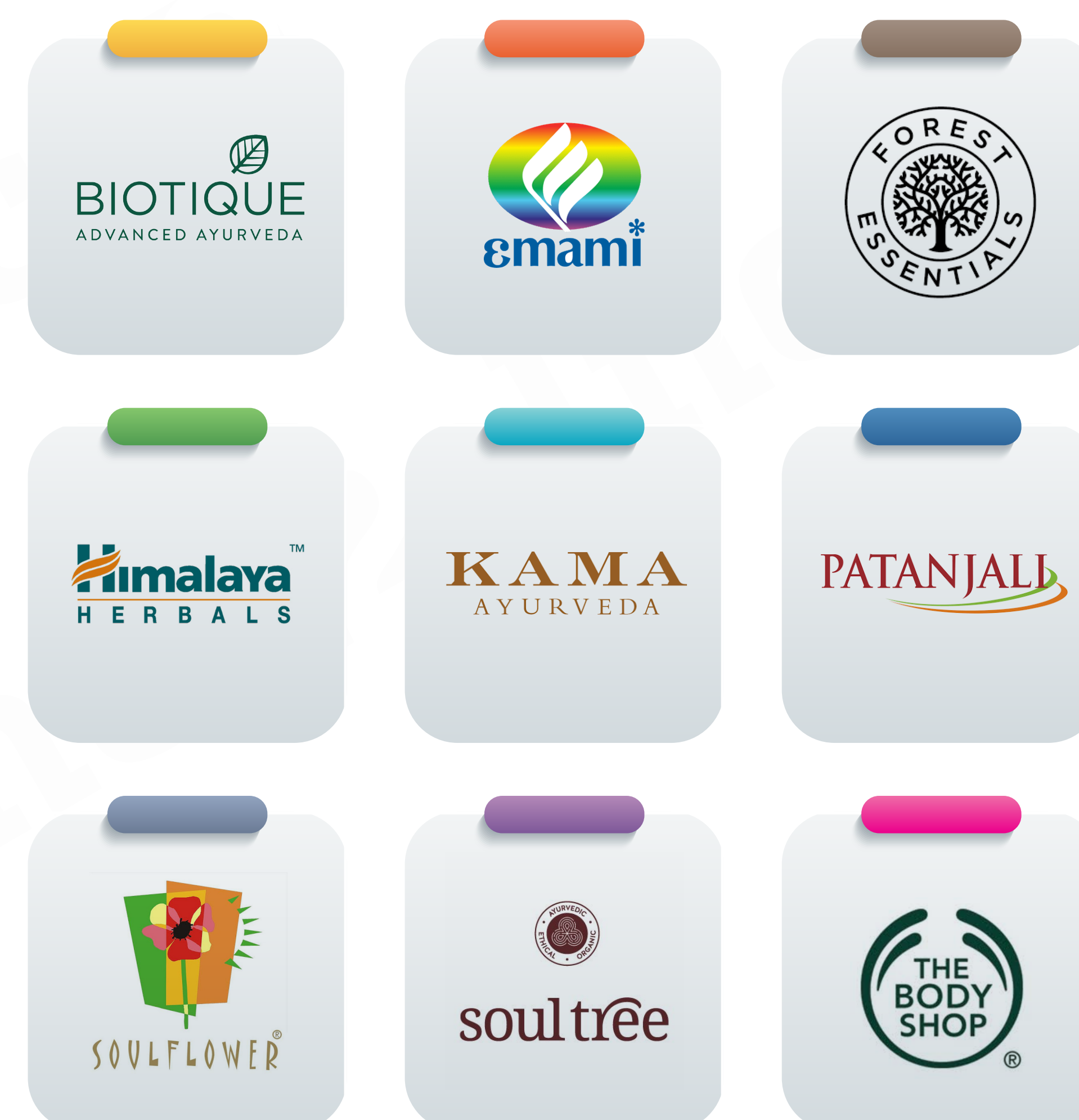
Source: Inc42, Secondary Sources
Note: This is not an exhaustive list

Landscape Of Indian Beauty & Personal Care Brands Offering Clean Label Products

New Age Brands/ Startups



Legacy Brands

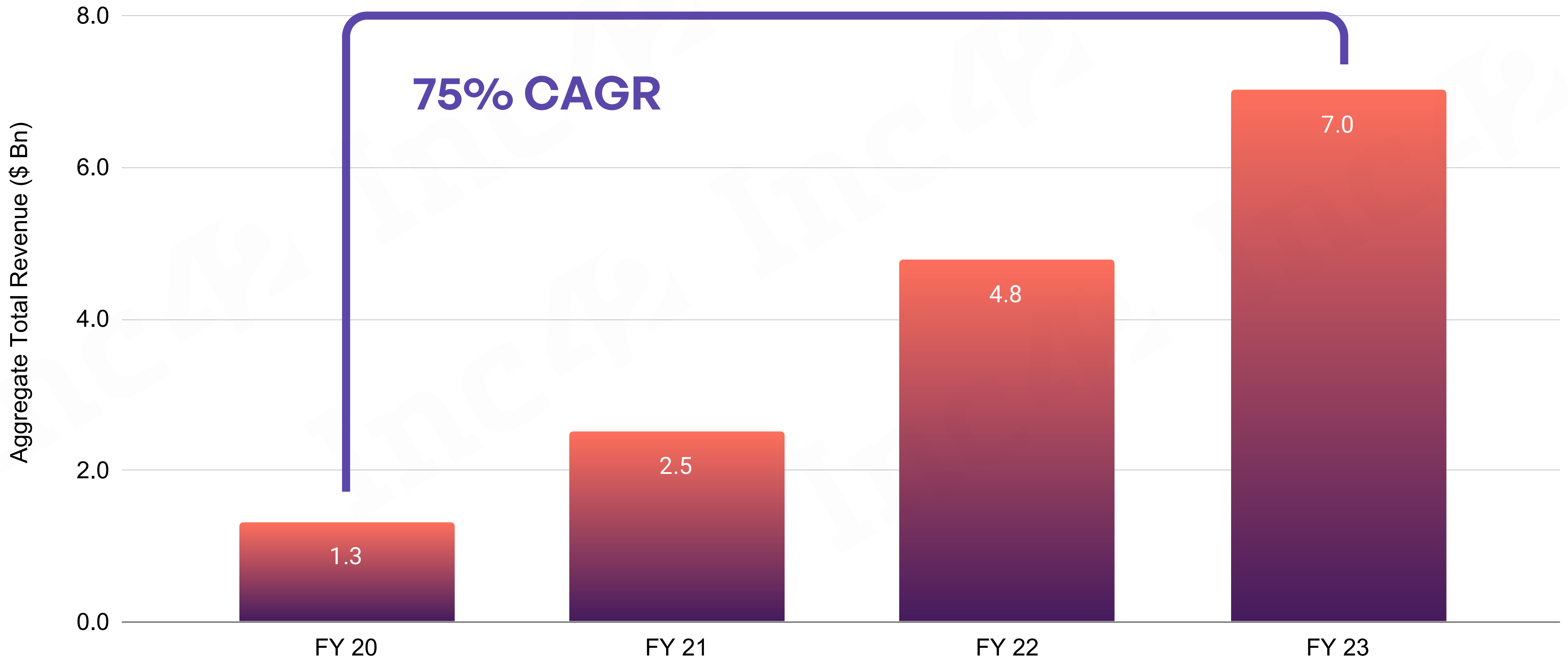


Why Indian Consumers Are Shifting Towards Clean Label Products?

Growth Drivers	Brief
Growing Focus On Health & Wellness	Awareness of health and wellness is on the rise, largely driven by the increasing prevalence of lifestyle diseases and growing environmental concerns. As a result, over 47% of Indian consumers now prefer skincare products that incorporate natural ingredients.
Impact Of Social Media & Advocacy	The growing influence of social media and online platforms is significantly driving awareness and the adoption of clean label products among Indian consumers.
Expanding Middle Class & Rising Disposable Income	The expanding middle class and rising disposable income are fuelling the demand for premium and niche products, including clean label offerings.
Rise Of Eco-Conscious Consumers	A shift towards sustainability is influencing purchasing decisions, with consumers favoring clean label products that are environmentally friendly and ethically source.
Regulatory Support	Stricter regulations and quality standards from authorities like FSSAI are promoting the adoption of clean label practices in the beauty and personal care segment.

FINANCIAL ANALYSIS INDIAN ECOMMERCE UNICORNS

FY23: Indian Ecommerce Unicorns Record \$7 Bn+ In Aggregate Revenue

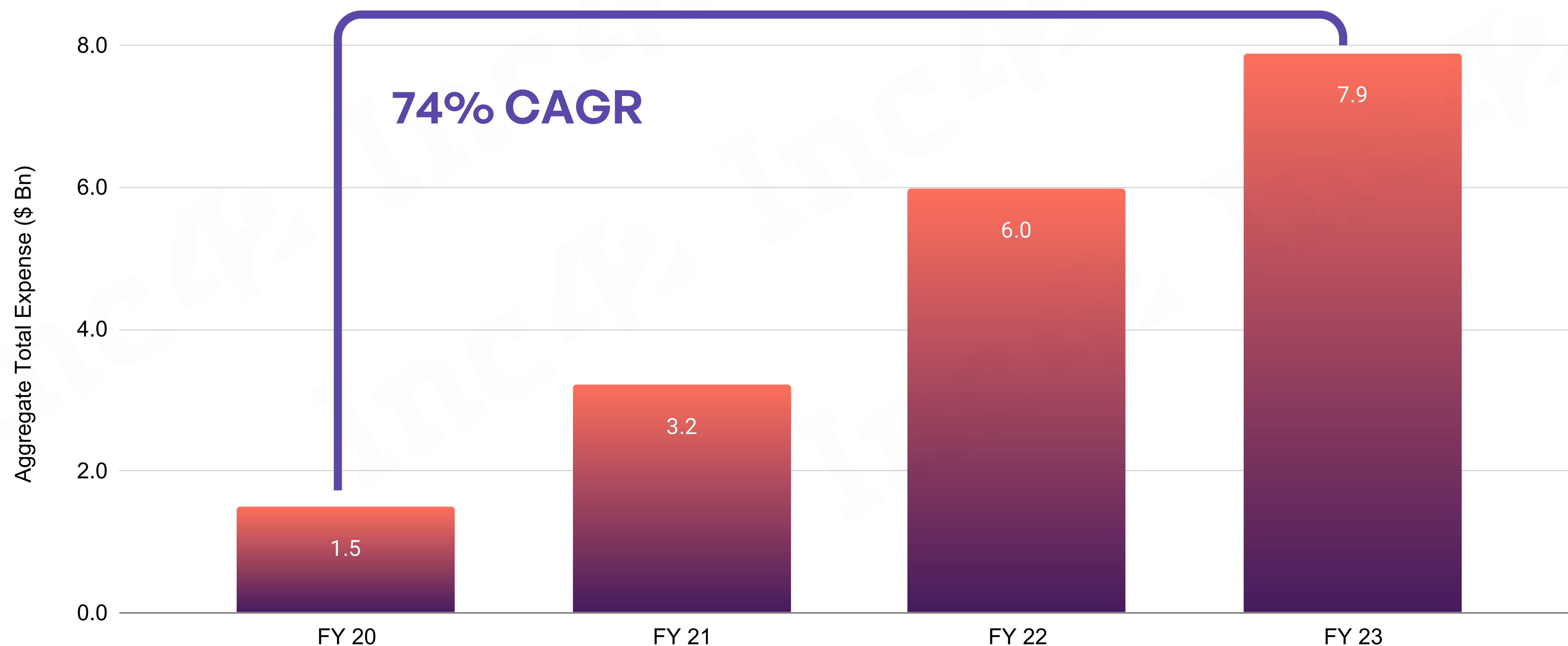


Source: Inc42 Analysis, Company Filings

Note: This analysis is based on a sample set of 16 Indian unicorns, and only the standalone financial statements of the operator entities are included | INR to USD exchange rate is 80

Unicorn Spending Spree: Ecommerce Titans Spent \$7.9 Bn+ In FY23 To Earn \$7 Bn+

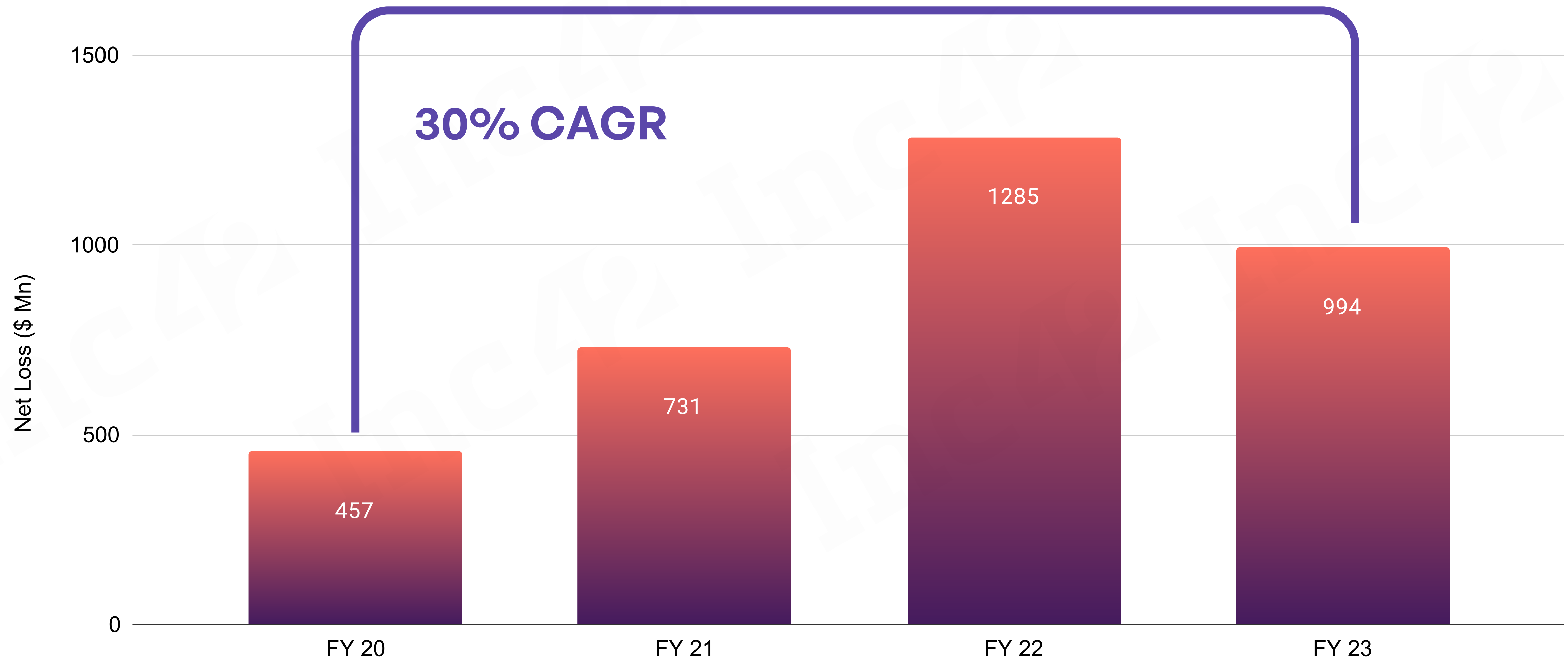
The three-year CAGR of Indian ecommerce unicorns expenditure (74%) and revenue (75%) is almost the same



Source: Inc42 Analysis, Company Filings

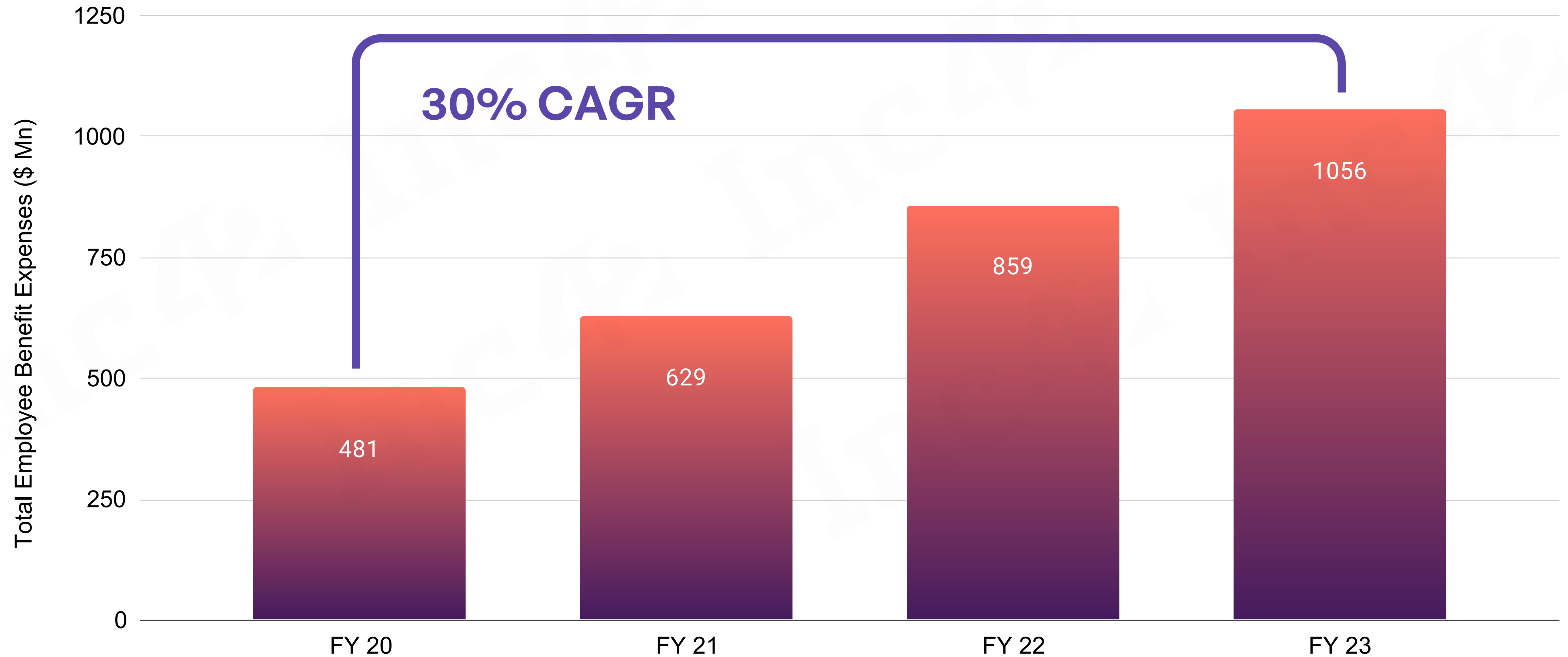
Note: This analysis is based on a sample set of 16 Indian unicorns, and only the standalone financial statements of the operator entities are included | INR to USD exchange rate is 80

Indian Unicorns Cutdown Their Losses By 23% YoY In FY23



Source: Inc42 Analysis, Company Filings
Note: This analysis is based on a sample set of 16 Indian unicorns, and only the standalone financial statements of the operator entities are included | INR to USD exchange rate is 80

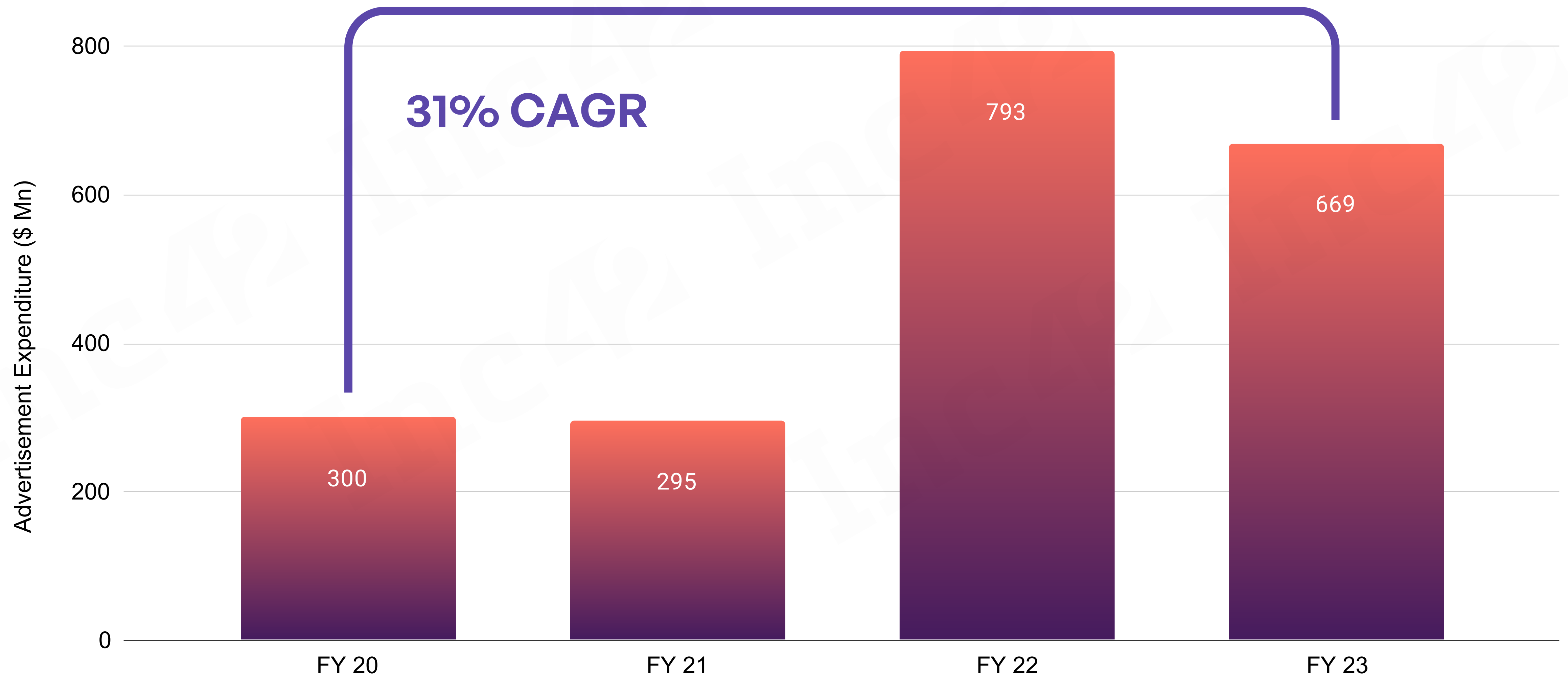
Indian Ecommerce Unicorns' Employee Spent Grew To \$1 Bn+ In FY23



Source: Inc42 Analysis, Company Filings

Note: This analysis is based on a sample set of 16 Indian unicorns, and only the standalone financial statements of the operator entities are included | INR to USD exchange rate is 80









Indian Ecommerce Unicorns Spent Nearly \$670 Mn On Advertisements In FY23



Source: Inc42 Analysis, Company Filings

Note: This analysis is based on a sample set of 16 Indian unicorns, and only the standalone financial statements of the operator entities are included | INR to USD exchange rate is 80







Indian Ecommerce Unicorns With The Highest Sales In FY23

Startup Name	Operating Revenue FY23	Operating Revenue FY22	YoY Change
Flipkart 	\$1.9 Bn	\$1.3 Bn	46%
of business 	\$1.4 Bn	\$800 Mn	80%
	\$717 Mn	\$404 Mn	77%
INFRA.MARKET	\$552 Mn	\$405 Mn	36%
moglix 	\$516 Mn	\$284 Mn	82%
NYKAA 	\$507 Mn	\$399 Mn	27%
boAt	\$407 Mn	\$359 Mn	13%
firstcry 	\$318 Mn	\$219 Mn	45%
mamaearth 	\$174 Mn	\$116 Mn	50%
	\$117 Mn	\$94 Mn	25%

Source: Inc42 Analysis, Company Filings

Note: This analysis is based on a sample set of 16 Indian unicorns, and only the standalone financial statements of the operator entities are included | INR to USD exchange rate is 80






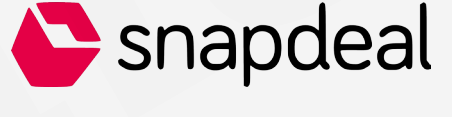




Top Loss Making Indian Ecommerce Unicorns In FY23

Startup Name	Loss FY23	Loss FY22	YoY Change
 Flipkart	-\$493 Mn	-\$545 Mn	10%
 meesho	-\$209 Mn	-\$406 Mn	48%
 udaan	-\$135 Mn	-\$220 Mn	39%
 CarDekho Badhte India Ka Bharosa	-\$76 Mn	-\$11 Mn	-590%
 Licious	-\$66 Mn	-\$106 Mn	38%
 snapdeal	-\$34 Mn	-\$44 Mn	23%
 purple.com India's #1 Beauty Destination	-\$25 Mn	-\$24 Mn	-4%
 moglix	-\$24 Mn	-\$18 Mn	-33%
 firstcry	-\$20 Mn	\$2 Mn	-1100%
 mamearth TM	-\$15 Mn	\$2 Mn	-850%

Source: Inc42 Analysis, Company Filings

Note: This analysis is based on a sample set of 16 Indian unicorns, and only the standalone financial statements of the operator entities are included | INR to USD exchange rate is 80











Indian Ecommerce Unicorns Which Spent The Most On Employee Benefits In FY23

Startup Name	Employee Benefit Expense FY23	Employee Benefit Expense FY22	YoY Change
Flipkart 	\$553 Mn	\$467 Mn	18%
 meesho	\$91 Mn	\$64 Mn	43%
 udaan	\$83 Mn	\$100 Mn	-17%
 firstcry	\$66 Mn	\$32 Mn	107%
 indiamart	\$50 Mn	\$33 Mn	52%
 snapdeal	\$31 Mn	\$30 Mn	1%
 Licious	\$30 Mn	\$26 Mn	15%
 NYKAA	\$26 Mn	\$21 Mn	24%
 moglix	\$25 Mn	\$17 Mn	41%
 CarDekho Badhte India Ka Bharosa	\$24 Mn	\$25 Mn	-3%

Source: Inc42 Analysis, Company Filings

Note: This analysis is based on a sample set of 16 Indian unicorns, and only the standalone financial statements of the operator entities are included | INR to USD exchange rate is 80











Ten Indian Ecommerce Unicorns With The Highest Advertising Budget In FY23

Startup Name	Ad Expenditure FY23	Ad Expenditure FY22	YoY Change
 Flipkart	\$301 Mn	\$243 Mn	24%
 Meesho	\$116 Mn	\$322 Mn	-64%
 Mamaearth™	\$63 Mn	\$49 Mn	29%
 boAt	\$53 Mn	\$12 Mn	331%
 NYKAA	\$42 Mn	\$37 Mn	14%
 firstcry	\$25 Mn	\$23 Mn	9%
 purpl.com <small>India's #1 Beauty Destination</small>	\$18 Mn	\$21 Mn	-14%
 Licious	\$16 Mn	\$21 Mn	-24%
 CarDekho <small>Badhte India Ka Bharosa</small>	\$11 Mn	\$7 Mn	-57%
 snapdeal	\$11 Mn	40 Mn	-73%

Source: Inc42 Analysis, Company Filings

Note: This analysis is based on a sample set of 16 Indian unicorns, and only the standalone financial statements of the operator entities are included | INR to USD exchange rate is 80

Ten Indian Ecommerce Unicorns With The IT Expenditure In FY23

Startup Name	IT Spend FY23	IT Spend FY22	YoY Change
 Flipkart	\$51 Mn	\$29 Mn	78%
 Meesho	\$9.5 Mn	\$3.9 Mn	144%
 NYKAA	\$9.10 Mn	\$6.1 Mn	50%
 indiamart®	\$5.7 Mn	\$3.7 Mn	54%
 purple.com <small>India's #1 Beauty Destination</small>	\$3.9 Mn	\$1.8 Mn	111%
 mamaearth™	\$2.8 Mn	\$1.5 Mn	90%
 Licious	\$2.7 Mn	\$3 Mn	-9%
 INFRA.MARKET	\$1.2 Mn	\$0.34 Mn	258%
 boAt	\$2.1 Mn	\$0.37 Mn	468%
 moglix	\$1.1 Mn	\$0.97 Mn	17%

Source: Inc42 Analysis, Company Filings

Note: This analysis is based on a sample set of 16 Indian unicorns, and only the standalone financial statements of the operator entities are included | INR to USD exchange rate is 80

Key Trends To Look Out For

Rise Of AI In Ecommerce

AI is set to revolutionise ecommerce by transforming content generation, enhancing user experience, and revolutionising customer support. McKinsey reports that AI-driven personalisation alone results in 10-30% more efficient marketing and cost savings. AI will also advance AR/VR technologies, enable personalised marketing, optimise inventory management, and improve predictive analytics. AI-powered chatbots and virtual assistants offer 24/7 customer service, while machine learning refines product recommendations to boost sales and satisfaction. Integrating AI in supply chain management streamlines operations, cuts costs, and enhances efficiency.

More Ecommerce Startups Will Go Omnichannel

More ecommerce startups will adopt an omnichannel approach, blending online and offline experiences for a unified customer journey. AI will synchronise inventory across channels, ensuring real-time availability and consistent pricing. Enhanced data analytics offer deeper insights into customer preferences, enabling targeted marketing campaigns. Integrating digital and physical touchpoints boosts engagement, builds loyalty, and drives sales. Mobile apps, social commerce, and innovative payment solutions enhance convenience, allowing customers to shop anytime, anywhere.

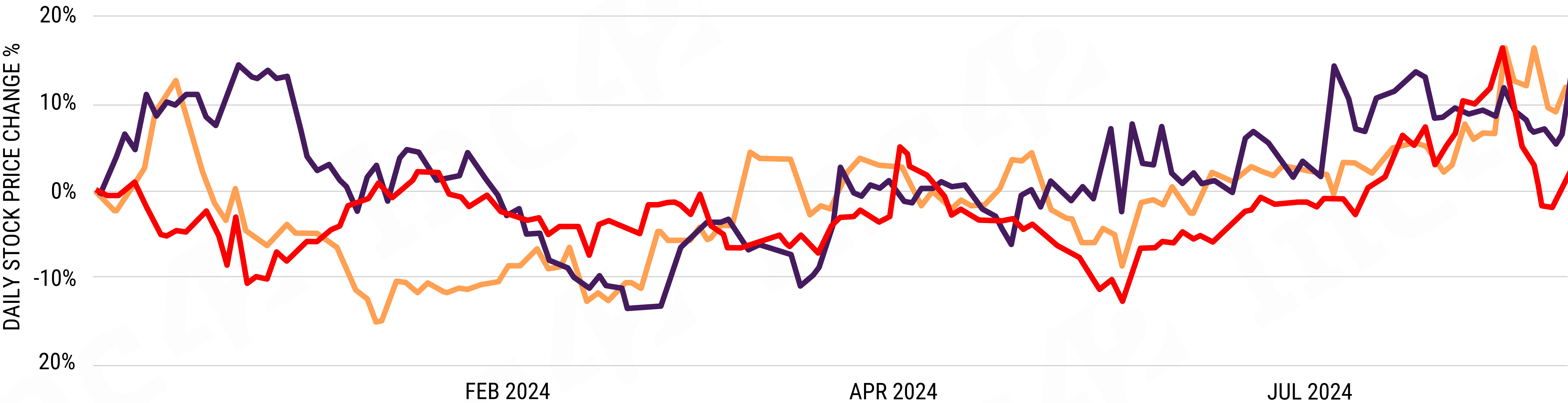
Tier 2 Cities & Beyond Will Lead The Ecommerce Sector

The market opportunity in Tier 2 and smaller cities is projected to exceed \$240Bn+, with 58% of online shoppers expected to come from these regions by 2030. This shift indicates significant growth potential as more consumers in these areas embrace online shopping, driven by increasing internet penetration, improved logistics, and tailored marketing strategies. Ecommerce companies that focus on these emerging markets will likely see substantial growth and expanded customer bases.

Vernacular Languages, Video Content, AI, and Voice Search Will Drive the Market

While ecommerce companies have already embraced voice shopping, they are now focusing on localisation through vernacular languages to connect with a vast, non-English-speaking consumer base. AI will play a critical role in this transformation, enabling personalised experiences and efficient customer service. As brands aim to expand across India, more will adopt these strategies. Video content will also play a crucial role, engaging consumers and enhancing their shopping experience. With these innovations, ecommerce is set to reach new heights and tap into previously underserved markets.

Stock Price Of Listed Indian Ecommerce Companies Show Upward Momentum In 2024



	Last Traded Price (LTP)	(YTD) Price diff.	(YTD) % change
NYKAA	₹192.40	+₹20.50	↑ 11.93%
MAMAEARTH	₹473.00	+₹46.15	↑ 10.81%
INDIAMART	₹2,785.00	+₹59.75	↑ 2.19%

Source: Inc42 Analysis, NSE
Note: The year-to-date (YTD) stock price are up to 9 August 2024



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