

Rural E-Commerce Experiences

Revolutionizing Rural e-commerce with Omnichannel

A discussion with

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YES BANK

and
THE ECONOMIC TIMES
present

GBS Global
Business
Summit
REIMAGINE BUSINESS
REIMAGINE THE WORLD





The journey is connected



RURAL
ELECTRIFICATION
HAS CREATED AN
OPPORTUNITY



ACCESS TO
MOBILE DEVICES

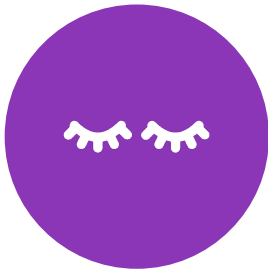


MORE WOMEN
USING THE
PHONE



Rural e-commerce is growing rapidly

Top categories



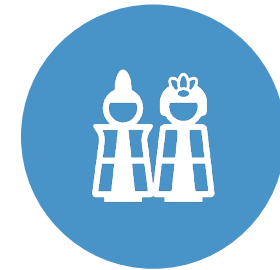
BEAUTY



APPAREL



FOOTWEAR



HANDICRAFTS

- Beauty, Apparel, Footwear is showing an uptick in rural India, driven by platforms like Tik-Tok
- Handicrafts are being supported by the Government

Rural e-commerce needs a differentiated approach

Offering and communication needs to be local. Diversity and range matter

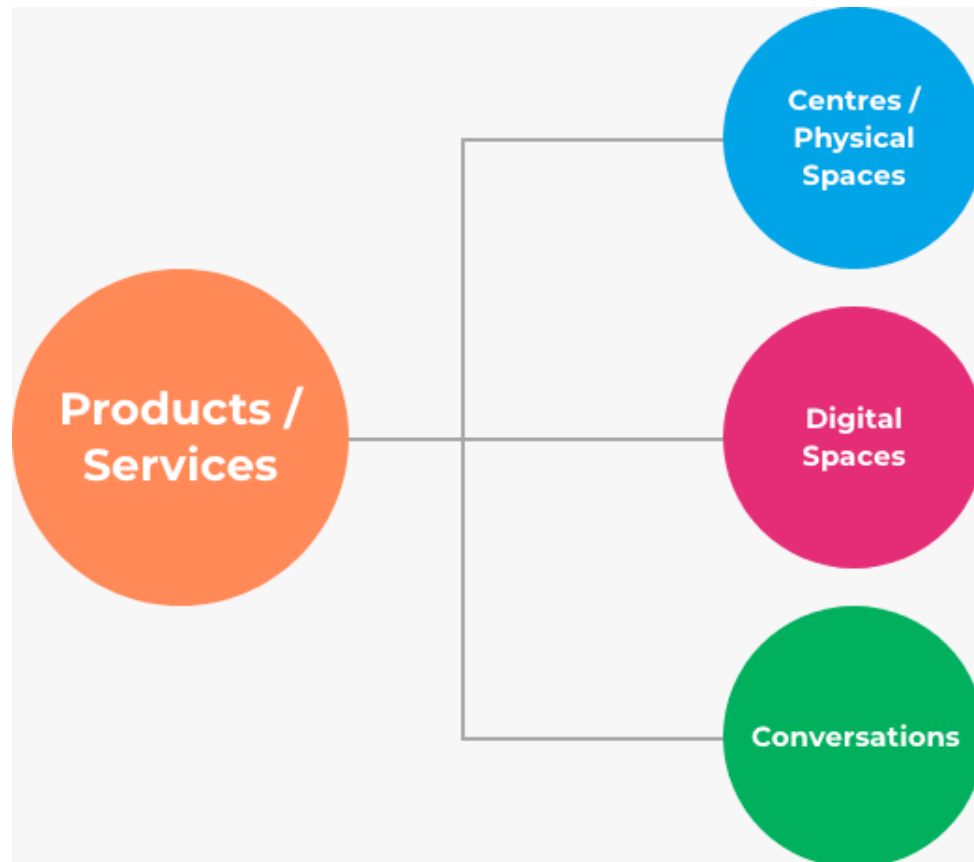
Not all categories require omnichannel

Sectors like FMCG are evaluating a B2B2C i.e. business to business to consumer model

Simplifying buying experiences with options like QR Codes is required



The journey is connected



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In Rural E-Commerce Experiences Matter and so do intents

INTENTS MATTER

Each journey has people seeking to accomplish something.

Customers

- Find
- Buy
- Service
- Help
- Recycle

Teams and Partners

- Learn
- Work
- Connect
- Collaborate
- Standards



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In Rural societies, as in others, TRUST IS KEY

- Customers typically start with simpler products and then move to more premium offerings

"If you put a human in between the platform and the consumer, all the barriers that restrict a person from experiencing e-commerce are taken care of."



Service experiences

- Handhold the rural customer
 - Assisted Ecommerce where there is someone to help the customer complete the transaction. Kirana stores are an important touchpoint for these.
 - Mitr or Saathi Initiatives – Local customers are provided infrastructure and they begin to help other people in their region
- Local Hubs that provide
 - Training and support
 - Call centres in the customers own language..
- Local content creation for the specific needs of the region. This calls for significant decentralisation

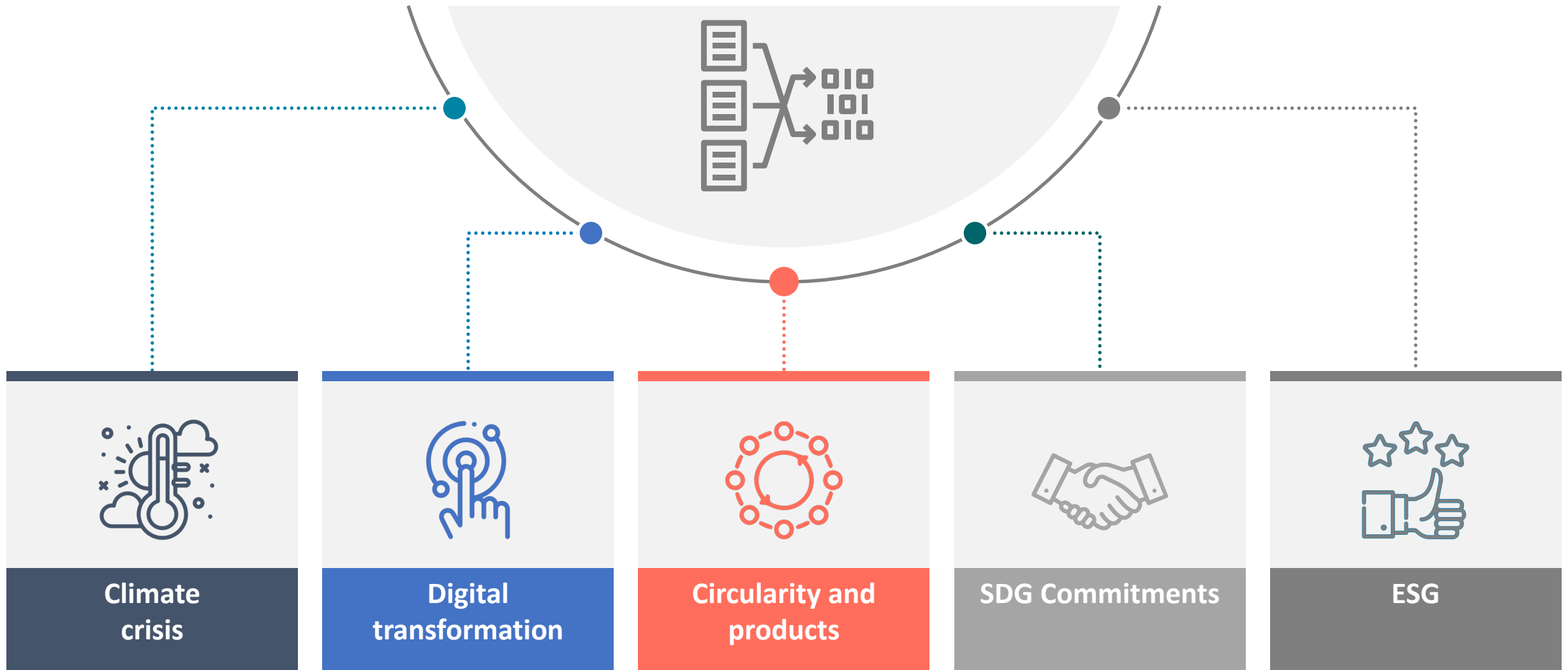
Enabling Logistics and Technology

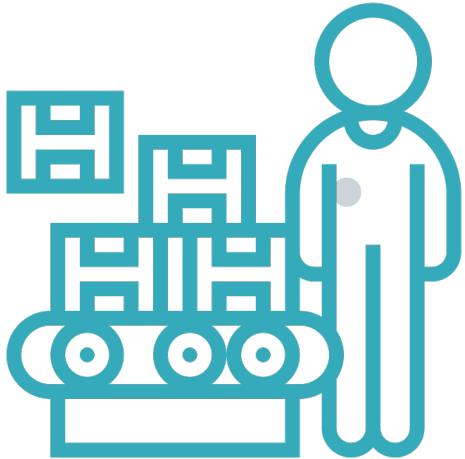


Irrespective of the business or service model, product packaging becomes very important. In view of uncertain transport or storage infrastructure, emphasis is on ensuring that the product does not break. Packaging thus is crucial for success.

Keeping the focus on light weight applications, progressive web apps to render experiences will help make sure your service runs on smaller devices or inconsistent network infrastructure.

The Imperatives for Reimagining Business





KNOWLEDGE PARTNER

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