



INTRODUCTION TO
**eCommerce
in India**



Introduction to eCommerce in India

India's eCommerce market has tremendous potential due to the country's growing number of internet users and robust economic climate. In 2021, the market value of the e-commerce sector in India reached over AUD130 billion. It is anticipated that this figure will reach AUD540 billion by the year 2030.

To enter the Indian e-commerce market, businesses must develop a long-term market strategy and build the fundamental competencies required to navigate this complex environment.

This program is for businesses interested in understanding the eCommerce ecosystem in India and what it takes to establish an eCommerce presence there.

Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

Program Details

DURATION



2 hours

FORMAT



This program is designed for the busy professional and is available as a facilitator-led online program.

PRICE



Programs are designed for groups. Please contact us for program price.

Key takeaways



Raise your level of understanding of the rapidly evolving eCommerce ecosystem and platforms in India.



Understand what it means to navigate and stand out in this fast-paced digital landscape.



Gain practical insights and tips to inform your eCommerce strategy for India.

Topics covered

1. Navigate the Indian eCommerce ecosystem.
2. Understand the state of play of eCommerce in India.
3. Compare and contrast the major eCommerce platforms in India.
4. Understand the digital landscape and mobile consumers in India.

The Asialink Business Academy offers a comprehensive series of programs that build practical skills and connections to grow your business in Asia.

To view our more in-depth programs please visit:

 academy.asialinkbusiness.com.au

Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for India.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

This is a Credly certified Asialink Business Academy Program

About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

Contact us



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