

A Study of E-Commerce Industry in India

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ABSTRACT

E-commerce is the buying and selling of goods and services, or the transmission of funds or data through electronic networks (mainly on the Internet). These transactions take place in the form of B2B (business to business), B2C (business to consumer), consumer to consumer or consumer to business. E-commerce provides consumers with multiple benefits to the consumers in the form of availability of goods at a lower cost; it provides a wider range of choices and saves time. Nowadays, Electronic commerce or the E-commerce market in India has experienced tremendous growth. This research aims to determine and examine the factors responsible for the booming industry of E-commerce in India and suggests strategies for accelerating the development of the E-commerce industry. This research paper identifies the emerging business sectors, patterns, and impact of COVID – 19 on the industry. The analysis showed that the concentration to date has just been on the demand side of the E-commerce sector to increase demand. With an extraordinary accomplishment towards that side of the industry, the paper talks about the need to emphasize the sector's supply side.

Keywords: E-commerce, internet transactions, Flipkart, sales penetration, COVID-19, Future of E-commerce.

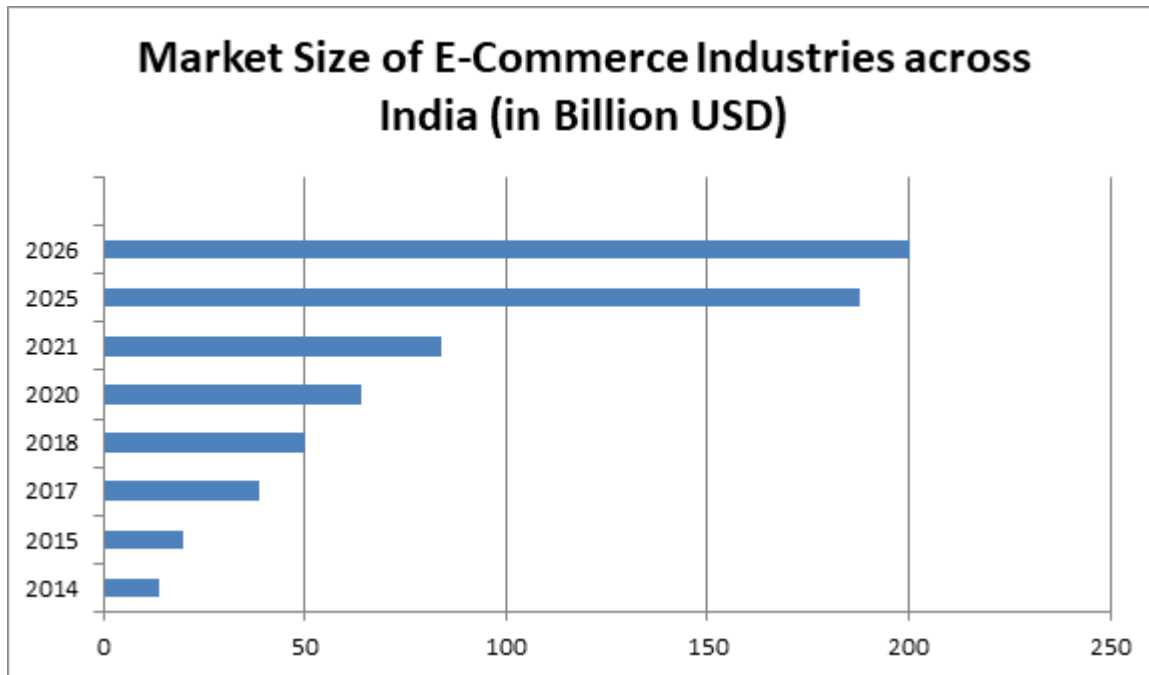
INTRODUCTION

The wave of E-commerce came soon after the launch of the internet in India in 1995. In the early 90s, E-commerce was mainly B2B client services and business management portals. Although, by the late 90s, it broadened its scope to B2C, matrimonial and online recruitment portals. B2B E-commerce generally is an electronic business connection between two organizations or a producer and a distributor, whereas an electronic business relationship where organizations offer their services and products to their customer is B2C E-commerce. In 2002, IRCTC introduced its e-ticketing portal, which led to a new era of E-commerce in India. After the launch e-ticketing portal, online travel-related trade ruled the Indian E-commerce industry. It comprised 87% and 79% of the total revenue share of the E-commerce industry in the year 2011 and 2013 individually (PwC, 2014). The trend began to change in 2013 when online retail businesses started to set their feet in the E-commerce industry in India. By the end of 2015, online electronic retailing or E-tailing rose to hold equivalent revenues as the travel industry in the E-commerce market (PwC, 2014). In the following years, different segments were added up in the Indian E-commerce business like mobile phone/DTH recharges and sale of luxury products (Diamond and gold jewelry, expensive watches, and designer apparel.). The emergence of these segments led to the entry of many retail brands in the E-commerce industry to earn a considerable share in their businesses from online channels. E-commerce is set to grow with data affordability, increased consumer demand and consumption growth across E-tail, travel, and online consumer services.

LITRATURE REVIEW

By 2017 the E-commerce industry was at USD 38.5 billion and arose as the fastest growing industry in India. The development patterns recommend that by 2034, India will overtake the United States to become the second-largest

E-commerce industry in the world after China. As mentioned in the chart below, the E-commerce industry is relied upon to reach USD 200 billion by 2026 (IBEF, 2020).



Market Size of E-commerce Industries in India (in Billion USD)

Source: Statista

India has a vast potential for the E-commerce industry. With an expansion in internet access and a remarkable surge in digital payments, E-commerce can be a deciding factor in the country's venture towards a trillion-dollar digital economy by 2025. The government's initiatives like "Digital India", "E-market", "Skill-India", and promotion of "UPI" (Unified Payments Interface) overall E-commerce platforms are steps towards molding India as a digitally powerful society.

E-commerce, B2B, B2C, Retail, and brick-mortar stores - every one of them will be impacted by the changes in consumer behavior post-COVID-19. Research show that 52% of customers stay away from crowds while 32% are not willing to leave their houses frequently because of the ongoing pandemic. Indian online grocery delivery service has shown a record increase in sales because of COVID-19 rules and regulation. The "big basket" has experienced twice as much traffic and revenue in March after lockdown. "Grofers" announced an 80% increase in the numbers of orders and 48% in money spent by customers. A vast majority of E-commerce sectors are hit by the economic slowdown, whereas some other sectors are expected to rise more potent than before.

OBJECTIVES

This research paper intends to study the growth of E-commerce in India. Looking at the past development is significant, as it would assist us with figuring the strategy for the future.

- To identify and inspect the factors responsible for the E-commerce boom in India post-2010.
- To inspect the emerging trends in the E-commerce industry of India.
- To recommend strategies to speed up the development of the E-commerce industry.

RESEARCH METHODOLOGY

1. KEY FACTORS DRIVING E-COMMERCE SUCCESS IN INDIA

To explore the key Factors driving E-commerce success in India, a qualitative methodology was adopted to obtain naturalistic data. The qualitative research approach is suitable to examine and understand the complexity of individuals' behaviors in real-life contexts. Especially, a qualitative method is an effective way to investigate fast-moving phenomena and research topics in information systems. Also, a qualitative study method is especially appropriate when addressing research addresses, for example, "what," "how", or "why" in circumstances where little is known. Surveys are a common way to collect qualitative data in case studies about human behaviors and perceptions. In this study, one survey was conducted as the primary data collection method via google forms circulated on WhatsApp, Facebook, and Instagram.

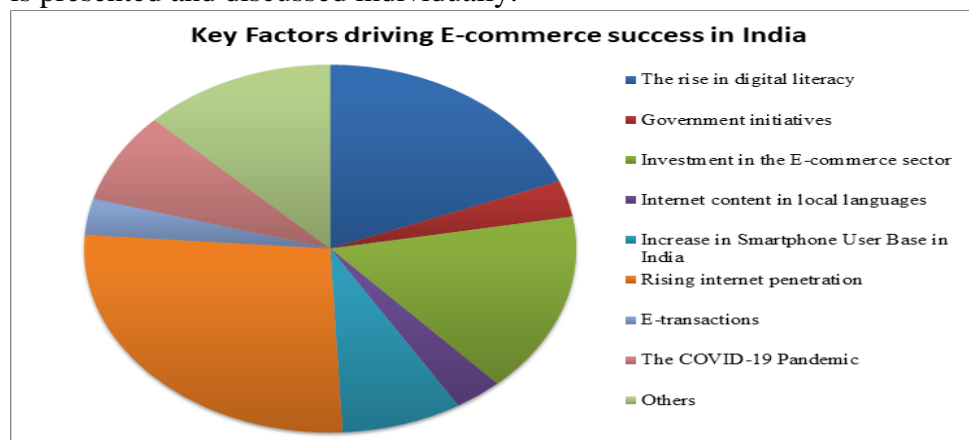
Each participant was asked to answer the question, what are the key Factors driving E-commerce success in India? In total, we received 126 responses. Their age ranged from 13 years to 50 years old. The participants had different educational backgrounds, varying from school students, college students, graduates, and post-graduates.

1.2 ANALYSIS

In total, eight factors:

1. The rise in digital literacy
2. Government initiatives
3. Investment in the E-commerce sector
4. Internet content in local languages
5. Increase in Smartphone User Base in India
6. Rising internet penetration
7. E-transactions
8. The COVID-19 Pandemic

were generated based on the qualitative data from the survey. Each category revealed in the content analysis was a factor that could explain key Factors driving E-commerce success in India. In what follows, each of the factors is presented and discussed individually.



Key factors driving E-commerce success in India.

1.3 OBSERVATION

1.3.1 THE RISE IN DIGITAL LITERACY

24 respondents selected digital literacy. Digital literacy has increased recently in India, attracting some major global investors to invest in the Indian E-commerce industry. More than 175 million customers were expected to shop online in 2020; furthermore, the quantity of customers shopping online is likely to rise by 210 million by 2022. Although the E-commerce market is overwhelmed by its millennial consumer base, shockingly, an enormous number of older individuals likewise shopped online in the year 2020 (IBEF, 2020). The massive number of content/products/services made, transferred, and updated consistently plainly shows the extraordinary expansion in the digital presence of Indian consumers.

1.3.2 GOVERNMENT INITIATIVES

4 respondents selected government initiatives. The Government of India is persistently putting forth attempts to drive India towards a trillion-dollar online economy by 2025. Some of the significant government drives that triggered the rapid development of E-commerce in the nation are given below:

- **Government e-marketplace (GeM):** In October 2019, the GoI signed a Memorandum of Understanding (MoU) with the Union Bank of India to encourage cashless, paperless, and transparent payment framework for many services.
- **Bharat Net and Digital India:** In the Union Budget of 2020-21, Rs 8,000 crore (USD 1.24 billion) was designated to BharatNet Venture, which pointed toward offering broadband services 1,50,000-gram panchayats. The venture further targeted 2,50,000-gram panchayats by March 2020. The Government also considered setting up 5,00,000 Wi-Fi hotspots 5,00,00,000 rural residents. Different government drives like Udaan, Umang and Start-up India Portal were likewise launched under the Digital India initiative. The government additionally launched Bharat Interface for Money (BHIM) to ease mobile-based digital payments.

1.3.3 INVESTMENT

20 respondents selected investment. Without a doubt, India is arising as the quickest developing internet economy and has attracted some major global investors to invest in the Indian E-commerce industry. Due to an expansion in investments in the E-commerce sector, new organizations have begun to enter the market since 2009. Around 4757 E-commerce start-ups are active in India. Domestic investment and support from critical industrial players fuel the growth of E-commerce in India (IBEF, 2020).

1.3.4 INTERNET CONTENT IN LOCAL LANGUAGE

4 respondents selected internet content in local language. With more than 22 significant languages, 720 dialects spoken written in 13 diverse ways, the language of accessible online content is a vital factor in attracting Indians from different regions of the country. It becomes necessary for websites, portals, and pages to offer their content in the local languages because of so much diversity. All the significant E-commerce companies also noticed this factor. In August 2018, Flipkart added a feature that could convert speech to text in 10 different Indian languages.

In present times, all government and private online platforms offer content in local languages. This has prompted an increment in customer demand even from small towns and cities.

1.3.5 INCREASE IN SMARTPHONE USER BASE IN INDIA

10 respondents selected increase in smartphone user base in India. Online shopping from the smartphone is the foundation of India's E-commerce industry. The ascent of internet penetration and E-transactions is ascribed to the expansion of the smartphone userbase in India. Smartphones, together with affordable mobile data, are the key factor driving the colossal development in India's E-commerce industry. The smartphone user base in India has expanded from 904.51 million in March 2014 to 1173.75 million in September 2019. The growth of online retail in towns and urban areas past metro cities is driven by expanded use of the internet in the country. The increase in smartphone users in India has made access to shopping websites accessible for more Indians. In India, the smartphone user base is expected to ascend by 84%, up to 859 million by 2022 from 468 million in 2017, growing at a Compound Annual Growth Rate (CAGR) of 12.9% every year (ASSOCHAM, 2019). In 2019, out of all internet users, 92% used the internet through their smartphones, of which 91% got to the web utilizing smartphones (Kemp, 2020).

Other than the growth in smartphone users and internet access, the rise of E-commerce in India has also been empowered through the commencement of different payment methods like COD and EMI payments. Discounts and deals offered by online retail, proper management of delivery service, and warehouses provide access to an enormous product range, especially in small cities and towns where choices are limited, adding to E-commerce development in India.

1.3.6 RISING INTERNET PENETRATION

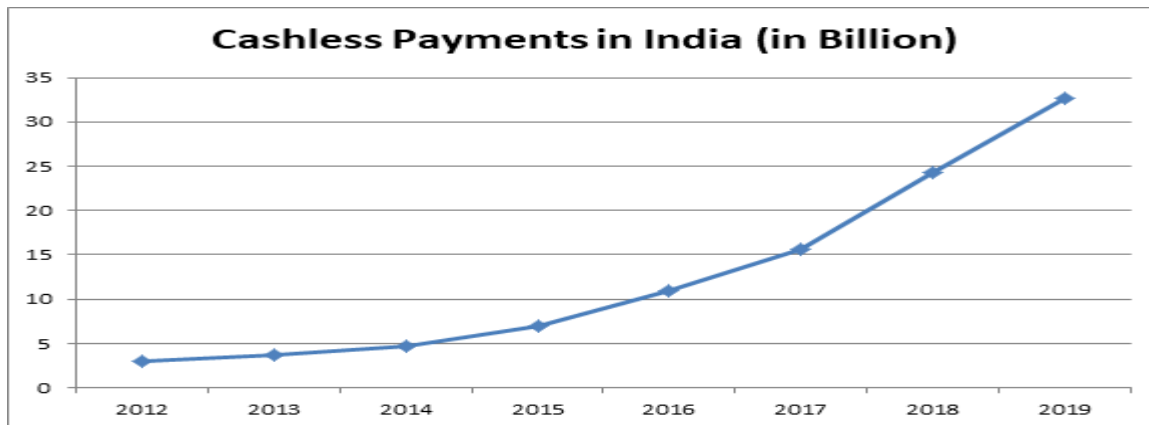
34 respondents selected rising internet penetration. Internet penetration is the measure of the part of the populace that approaches the internet. Internet penetration in India increased from only 4% in 2007 to 52.08 percent in 2019 (IBEF, 2020). Enlisting a CAGR of 24 % between 2007 and 2019, India is adding around 10 million active internet users every month, which is the quickest in the world. With extending internet penetration, internet users in India are believed to ascend from 687.62 million in September 2019 to 840 million by 2022 (IBEF, 2020, TRAI, 2019). increased number of internet users would essentially mean a growing buyer base for the E-commerce industry.

The number of internet users in India is the second highest globally, and internet utilization is similar to developed nations (Mandavia, 2019). also, India is among the most prominent internet consumers in the world. India has an average internet utilization of 9.8 GB/month, which is the highest in the world. The internet users from urban areas overwhelmed the internet user base for a long. Yet, the recent reports by the Internet & Mobile Association of India (IAMAI) show that the internet userbase in rural India is taking over urban India's userbase for the first time. As of November 2019, the rural internet userbase was 227 million, 10% more than the 205 million urban internet userbase. By 2021, Rural India is expected to grow up to 45% compared to the present rate of 21.76 % (IAMAI, 2020). With 40 % internet penetration and the second-largest internet user base worldwide, India typifies enormous potential to be an internet superpower.

1.3.7 E-TRANSACTIONS

4 respondents selected E-transactions. India is rapidly turning into a cashless economy after the digitization of payments. Since 2010, India has been gradually moving to cashless transactions. However, during demonetization,

when people fell short of cash, a steep jump in the cashless transactions was noticed. More people moved to cashless transactions, including net banking and UPI payments. Data from BIS (Bank for International Settlements) articulates India as a champion as India noticed an increase in cashless transactions. India topped with a 55% increment in cashless transactions in the year 2018, in contrast with 48% in China, 23% in Indonesia, 10%, and 7% in UK and USA, respectively (BIS, 2018). Digital payment turnover as a percentage of GDP in India increased from 7.14% in 2016 to 8.42% in 2018 (RBI, 2019). The number of people paying through debit cards has increased by 86%. Almost 140 million new debit cards were recorded in the country during the same period. UPI payments accounted for USD 30.94 billion (Rs 2.16 trillion) in January 2020, recording 1.3 billion UPI payments (IBEF, 2020).



Cashless Payments in India (in Billion)
Source: Bank for International Settlements (BIS)

It is noticeably clear from above data that Indians are getting used to going cashless. KPMG ascribes this growth to government policies, leading to digital payment innovations like intermediate payment service (IMPS), UPI, and national common mobility card (NCMC). Throughout the world, as digital payments replace cash, payment companies have gotten the absolute quickest growth. India has early 50 UPI-based wallet providers, as per KPMG.

COVID - 19 has changed how customers shop. Consumers who may have never used online shopping, including senior citizens, have changed effortlessly, and got used to online shopping and digital payments. This change in consumer behavior would not have happened without the requirement for isolation and social distancing. However, after the pandemic, this habit may remain. As indicated by the most recent report from IPSOS, consumers said that they had increased the frequency of buying products through E-commerce websites. The above information shows that the change in consumer behavior because of COVID - 19 would speed up E-commerce growth in India.

1.3.8 THE COVID-19 PANDEMIC

10 respondents selected the COVID-19 pandemic. While it was perceived that COVID – 19 had affected various sectors, it was seen that the pandemic had a positive impact on the essential goods and services sector. E - commerce industry has had shifted sway across multiple places in the world. We will analyze the effect of COVID – 19 on the E – commerce industry of India.

(i) Demand Analysis:

The initial lockdown of 3 months during the first wave of COVID-19 affected the E-commerce sector because of the complete ban on any kind of customer service other than the essential ones. With a few states battling COVID – 19, there were various mandates for commerce in each state, which caused an interruption in the E-commerce industry, as major organizations have a profoundly coordinated distribution network whose different hubs are in various states. In any case, E-commerce of essential products saw a surged interest during and post the lockdown period because of the evolved assumption on home delivery and payment methods.

As per a new report by the Department of Telecommunications, India's internet utilization rose by 13% since the cross-country lockdown. The Cellular Operators Association of India (COAI) said that administrators recorded a 30% jump in network traffic in the last weeks of March after the lockdown was announced. ACT Fibernet, one of the country's biggest network providers, recorded a 40% increment in the internet consumption. Internet utilization in rural India has expanded with a more superior speed than in urban India. This deeper internet penetration in India is least expected to reverse like other trends. When an individual uses the internet and starts utilizing it on daily basics needs, that individual may keep using the internet after the pandemic because of its convenience. Pre COVID – 19, India had seen a high E-commerce usage among the age group of 20 to 30. but, in post COVID – 19 India, researchers anticipate that there will be an increment in the number of users in other age groups as well as E-commerce.

COVID-19 has deeply affected the Indian retail market. The pandemic and change in consumer behavior posed severe dangers to the business. As per the Confederation of All India Traders (CAIT), the Indian Retail sector has seen a loss of Rs 5.50 lakh crores since the announced lockdown. It is expected that at least 20% of the Indian retailers are probably going to dissolve their businesses in the following few months. Moreover, about 10% of other dealers who are dependent on these 20% traders, as well, are prone to implode (The Economic Times, 2020).

During the lockdown and limitations on the sale of non-essential products, businesses from all the sectors that dominated E-commerce remained shut. Only 8% retail sector sells essential products (Gandhi, 2020). In comparison, significant e-retail industries like apparel and electronics remained shut, food and grocery sectors, which comprise most offline retail dominating the E-retail.

(ii) Supply Analysis:

On the Supply-side, Indian MSMEs (Micro, Small & Medium Enterprises) are generally reliant upon China for their raw materials. China plays a very crucial role for India as well as in the global supply network. Decreasing imports of raw materials from China have posed dangers for MSMEs with constriction in exports, paused production, and non-availability of labor. With these, there was the unreliability of consumer behavior consumption across the country. With a share of 30% of India's GDP, MSMEs cannot be left ailing for long. The new relief measures declared by the government alongside help from global retailers like Walmart can help recuperate the losses to the sector because of lockdown. Flipkart, owned by Walmart, effectively engages with MSMEs to guarantee that there is a recovery in their business. Giant companies like Flipkart are additionally facilitating financial activity through E-commerce, producing enough opportunities for MSMEs to go digital. Post-COVID – 19, it is expected that there will be an ascent in the numbers of MSMEs engaged with E-commerce (Yourstory, 2020).

Torment in the economy like loss of jobs and salary cuts because of the pandemic will affect the spending power of the buyer, and this will additionally lessen the shopping spend of the consumer. studies anticipate a short-term revenue loss in the E-commerce sector, and the recuperation would be to a great extent connected to the recovery of the economy overall.

1.3.9 OTHER FACTORS

As mentioned above, the qualitative data from the survey revealed other factors: trust, easy to use and provide variety of products. All these three factors are also the driving force behind the E-commerce success in India.

(i)**Trust**: 8 respondents selected trust. The success of E-commerce depends on numerous factors. One of the significant factors is trust. Trust is something that E-commerce should endeavor to achieve over some time. Indian E-commerce was able to gain the confidence of its customers over several years. Gaining customer's trust relies upon numerous things that E-commerce controls. Some contributing factors for acquiring customer's trust are the appeal of the E-commerce website, products or services sold by them, branding, quality of product or service, and mode of payment. Providing home deliveries with payment methods like COD (Cash on Delivery) and a seven-day return policy has increased customer's trust over such E-commerce websites.

(ii)**Easy to use**: 2 respondents selected easy to use. Nowadays, using the internet to surf e-commerce websites has become extremely easy. This has been supported by the increase in smartphone users in India, making access to shopping websites accessible for more Indians. Consumers who may have never used online shopping, including senior citizens, have changed effortlessly, and got used to online shopping and digital payments.

(iii)**Provide variety of products**: 6 respondents selected provide variety of products. People living in rural areas or small towns and cities are often subjected to a fewer range of products with high-end prices without any discounts or deals provided by offline retailers. With the introduction of e-commerce websites, people can now buy those same products with a wide variety and significantly reduced prices.

As shown above, these three factors (i.e., trust, easy to use and provide variety of products) are intricately linked to the success of E-commerce in India.

2. EMERGING TRENDS OF E-COMMERCE IN INDIA

Existing writing on the E-Commerce industry of India was recovered through secondary research. The recovered report was examined to distinguish arising patterns. This information was utilized to suggest future methodologies to speed up the development of the industry.

K Vaitheeswaran is the pioneer of E-commerce in India and is often hailed as the father of the E-commerce industry in India. He established India's first E-commerce website "Fabmart.com" in 1999 when there were not many internet users in India. But this is not the case any longer, and the internet is penetrating deep into Indian villages

and small towns. Internet users are increasing in number at a significant rate each month. With this, the eventual fate of the E-commerce industry in India looks promising - as the rural population of India is coming online.

Emerging markets like Indonesia, India, Turkey, China, South Africa, Saudi Arabia, Mexico, Brazil, and Russia are expected to become more prominent in terms of E-commerce as a share of total retail sales than in developed economies. As of now, E-commerce is a small portion of India's USD 0.7 Trillion retail industry. Most of the primary difficulties faced by the E-commerce industry, which acted as a hurdle for its development in India, are being solved gradually. While this is the front approach, COVID – 19 made E-commerce a need for a segment of the populace which usually depended on conventional offline retail stores before the COVID-19 pandemic. The changed consumer behavior is expected to remain in the post COVID – 19 world, the modified framework and the change in consumer behavior point towards a fast-developing E-commerce industry in India.

COVID-19 and restrictions associated with it have made E-commerce a need for numerous retail giants, who were in conventional retail and were hesitant to investigate the change through E-Commerce. For instance, E-commerce industries like Amazon have reported a notable expansion in the number of sellers on the platform. Amazon said that around 50,000 new sellers onboarded on its platform between mid – Jan to mid – April 2020. this research paper has listed two emerging trends in the Indian E-commerce sector below,

- (i)**Mobile Stores and Virtual Shopping**: A significant disadvantage of online retail or E-commerce is the lack of the shopping experience an actual convectional store delivers. E-commerce websites are being developed to give this experience to their customers to the greatest extent. Technologies like augmented reality and virtual reality have become efficient solutions to eliminate these disadvantages in the E-commerce sector. For instance, Lenskart used augmented reality technology to launch its "3-D Try On" feature for its customers. The company was one of the early entrants into the AR space to allow their customers to have an actual shopping experience that they get in a physical optical eyewear store. Although these are not yet considered as developed technologies due to their adoption rate, they guarantee a superior consumer experience in the future.
- (ii)**Local Kiranas and Neighborhood stores getting digitalized**: Demonetization in 2016 is viewed as an occasion that significantly impacted many Indians. In this period, India's fintech sector saw an enormous development in terms of adopting the technology. COVID – 19 is believed to have caused a similar disruption in the Indian retail marketplace. Before the COVID-19 pandemic, e-tail was not viewed as a significant threat by conventional retail-solid in India with a considerable trade amount. However, with COVID-19 coming into the picture, customers expect online presence and online delivery in all sectors. Thus, the local Kirana stores and neighborhood stores had to begin their operations online to serve their customer base. This transformation from offline to online has been significant, and this trend is expected to affect e-tail development in India. This has likewise moved the emphasis on smartphone-based platforms and alternate mode of payments.

3. STRATEGY TO ACCELARATE THE E-COMMERCE GROWTH IN INDIA

E-commerce has recently become a priority sector for the Government in India. The E-commerce industry was associated with retail, and it was left to the merchants to sell and make profits by the governments. However, with increased interest from foreign financial investors, governments have understood the capability of this sector and have since been proactively working on policies and strategies to upgrade the market potential and regulate the E-commerce landscape. This section will analyze the requirement for different approaches to improve the market capability of the E-commerce industry in India.

- (i) Most of the industries in the E-commerce sector in India are yet to see profitability because of intense rivalry, sub-optimal framework, and high operational costs. Investment in infrastructure would prompt proficiency in logistics operations of the E-commerce sector and accordingly would build the profitability of the major industries in the long term. For instance, the government can work on modernizing the Indian Post to satisfy B2B and B2C shipments, which will help the delivery abilities of SMB (Server Message Block) players who fulfill orders on the web.

Global companies like Walmart and Alibaba are interested in the Indian E-commerce sector, and their venture would unquestionably strengthen the infrastructure and supply network of the industry. According to the current policies, 100% FDI (Foreign direct investment) is permitted in the Marketplace model of E-Commerce, and no FDI is allowed in the Inventory – led retail. FDI in the Inventory – based model (B2C) will lift this sector in the country. While FDI in B2C E-commerce has been thought for long in the administrative fields of the country, the political perspective of shielding local brick and mortar stores from the rivalry has acquired an upper hand. While the facts demonstrate that there would be disruption in the traditional retail sector of India with FDI in the E-commerce market, a fair policy approach would guarantee that all interests are met, alongside the development of the E-commerce industry.

With GST and the advancement of taxation policies, major companies in the E-commerce industry would naturally move closer to the customers, which would build productivity in the E-commerce supply network. Limiting tax requirements was a significant criterion for sourcing and warehousing decisions, which would be obliterated now because of a uniform taxation system. However, E-commerce industries are currently expected to pay tax for inventories that lie in their stockrooms. This would increase the operational expense of these companies. The GST rate is high, and accordingly, there is a requirement for the companies to have a reasonable approach towards satisfying customer requests and keeping up the stocks. A tax collection approach towards decreasing the working capital requirements of the E-commerce firms will expand the income for the companies, which might potentially be invested in developing the required operating infrastructure in the country.

Though Digital India initiatives and the execution of the UPI (United Payments Interface) structure of the government have progressed the online payments and online commerce, there is still a necessity for additional initiatives that focus on growing the formal banking foundation and credit accessibility for a considerable portion of the populace.

India's past Consumer Protection Act, 1986, didn't have E-commerce in its scope, understandably because of the absence of E-commerce at that point. The Act was recently modified by the Government of India and was supplanted by The Consumer Protection Act, 2019 – which covered the more extensive assortment of transactions and services, including E-commerce (Department of Consumer Affairs, 2020). However, customer interests have barely got priority in Indian policy and industries, in general. A more vital execution of the GoI (Government of India) notified Consumer Protection (E-Commerce) Rules, 2020 would increase transparency in the E-commerce industry and upgrade trust among the consumers.

- (ii) India doesn't have any consumer data protection system or data protection guidelines per the European Union's General Data Protection Regulations (GDPR). This is a limitation in data processing and security among the online companies working in the economy. It is proposed in the draft of India's new E-commerce policy that firms that gather information from Indians and store it abroad will be exposed to audits. A controller for the sector has likewise been proposed. While this is a decent start, more work must be done

towards this direction - A robust data protection structure would increase the transparency and effectiveness of the E-commerce sector.

- (iii) Internet safety is a concern in India as it is unregulated, and there are just a few cyber laws. This leaves E-commerce industries and consumers vulnerable to online cash frauds. Most of the buyers don't know about cybersecurity breaches because of the absence of transparency. Many E-commerce firms are compelled to contribute a significant amount of money to build cybersecurity without policy support and reasonable legal remedy. Financial institutions, alongside the Government, should work on cyber laws and execute them successfully to guarantee that an Indian consumer is protected on the Internet during transactions.

CONCLUSION

The E-commerce industry in India has made a profound impact on the metropolitan economy in a record time. However, penetration in small villages and towns is still a challenge. The demographic of India impeccably positions us to be an alluring industry for an E-commerce boom. With COVID – 19 actuated changes in consumer behavior, the Indian economy is well-positioned for the exponential growth of the E-Commerce industry. Firms struggling to satisfy the online demand during the pandemic and after the unlock of the country's economy is a clear indication that calls for support or interventions in the supply side of the E-Commerce industry. It was evident from the analysis that we have been zeroing in on producing E-Commerce demand for quite some time. While we as a nation have been genuinely effective in those actions, it is a requirement for the governments to focus on the supply side. Committed and coordinated government activities – in financial, infrastructure, and policy fronts need our nation to see the apparent E-commerce boom. In this research paper, a portion of the necessary strategies toward this path has been listed. This would generate profitability for our economy and bring us closer to our objective of turning into an economic superpower.

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