

# A Conceptual Study on Evolution and Revolution of E-Commerce in India

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## ABSTRACT

This paper uniquely reports beginning of e-commerce and all encompassing present scenario of online retail in India. Desk research and extant review of literature from reliable market research reports, books, diaries and web has been done to decipher internet penetration, evolution of e-commerce and present scenario. Concentrate observed that India is third largest nation in terms of internet users. India will drive e-commerce in Asia pacific region after China and Indonesia. Reasons hampering India from discovering place in worldwide retail e-commerce index are additionally placed in foreground. Sequential events leading to development of different types of e-commerce in India are delineated into two waves to understand the evolutionary process. Out of all out non-travel B2C e-commerce, online retail holds huge fifty percent share and its prospects for future development are extremely positive.

## 1. Introduction

In India, online consumer base is increasing drastically, as gadgets like smartphones and tablets are available at reasonable prices and access to 3G and broadband is easy. This technology reception by masses has fueled the success of domestic e-commerce players like Flipkart and Snapdeal, and lured international players like Amazon and Alibaba into Indian market (PWC, 2015). While domestic companies are experimenting with their business models to draw in and expand their customer base (Awad, 2012; Chaffey, 2013; Kalia, n.d.; Laudon and Traver, 2007; Schneider, 2012), international companies are putting money on their deep pockets, solid space knowledge and international exposure. One of the fastest developing segments of e-commerce is online retail. Critical financing is required in India due to underdeveloped e-commerce ecosystem (Kalia, Kaur, and Singh, 2015) and e-retailers are deploying large pieces of their investments to construct infrastructure like fulfillment and coordinations all alone (PWC and ASSOCHAM, 2014).

Youthful populace, developing internet penetration and upwardly rising middle class will propel e-commerce and overall retail business in India in coming years (PWC, 2015). Be that as it may, this open door must be encashed by e-commerce business on the off chance that they have huge understanding of evolution and current scenario of the Indian e-commerce market which has seen a dotcom blasted earlier in 2000 (Kumar and Mahadevan, 2003). Extant review of literature from reliable market research reports, books, diaries and web has been done covered in this chapter to present evolution and current the norm of e-retail market in India.

## 2. Indian Scenario

### Types of electronic commerce

There are a few different ways to describe various kinds of electronic commerce. Here five major sort of electronic commerce are talked about dependent on nature of market relationship-who is offering to whom and innovation based P2P and m-commerce (Laudon and Traver, 2007) (Figure 1).

- B2B - Business-to-business or B2B electronic commerce is normally used to depict complete scope of item or administration online business exchanges happening between two organizations (Industrial manufacturers, accomplices and retailers). B2B incorporates exercises like procurement, provider management, inventory management, channel management, deals exercises, payment management, and administration and support (Awad, 2012; Kalakota and Whinston, 2009). Extent of B2B has upgraded throughout the years form deals to promotion of investment, stock exchange and money related unions. B2B is biggest form of ecommerce in the world. B2B exchanges in India has indicated development of more than 30-40% and soon to arrive at mark of \$100 billion (MSLGroup, 2012). Some of the main B2B trades in India are Tradeindia.com (India's biggest B2B portal), AuctionIndia.com, Indiamart.com, Fastparts and FreeMarkets.
- B2C - Direct commercial exchanges among businesses and consumers are termed under Business-to-Consumer online business (Awad, 2012; Schneider, 2012). This new sort of web based business stowed ubiquity in late 1990s after internet became more open. B2C web based business incorporates online travel, online retail/e-following, online classifieds, computerized downloads and money related administrations. In India online travel holds 71% of B2C market yet online retail is likewise fundamentally making up for lost time with 16% of total B2C market (IAMAI, 2013). Flipkart.com, myntra.com, Jabong.com, Shoppoing.indiatimes.com and Homeshop18.com are not many of the main online retailers. Since recent years online administrations like inn booking, matrimonial classifieds, banking, and bill payment are additionally picking up grounds.
- C2C - Consumer-to-consumer commerce is pervasive since ages, even before internet, it has quite recently

transformed into a worldwide phenomenon because of worldwide availability. In Consumer-to-consumer web based business consumer can offer to one another on a sale website/common platform gave by an online market maker (Schneider, 2012). Customer make a posting of the item on the site and depends on the market maker, who indexes, optimize web crawlers, set exchange methodology so item gets showed, sold and paid for effortlessly. eBay.in is one of the main C2C web based business market maker in India.

- P2P - Internet users can share computer assets and records with no focal web server through distributed innovation (Laudon and Traver, 2007). Thus no intermediary is required. Client can look through substance on P2P network utilizing P2P programming. End users computer system go about as hubs (peers) in such network.napstar.com, became extremely well known for finding and sharing MP3

records of famous melodies. BitTorrent likewise works on same innovation.

- M-commerce - Mobile or m-commerce utilizes remote innovation to convey electronic commerce capacities directly into the consumer's hand. Presently users outfitted with mobile telephones and other hand held gadgets like tablets can lead differing sort of web based business exchanges like banking, travel booking, stocks or web based shopping and so on while on move (Laudon and Traver, 2007; Schneider, 2012). Almost all the main businesses are creating mobile sites to market and sell their items and administrations. Mpesa.in is mobile help by Vodafone, where client can send, get or pull back money or take care of tabs utilizing mobile telephone. Mobile commerce will be next large thing in India with number of mobile internet users expected to arrive at 185 million by June 2014 (Bgr.in, 2014).

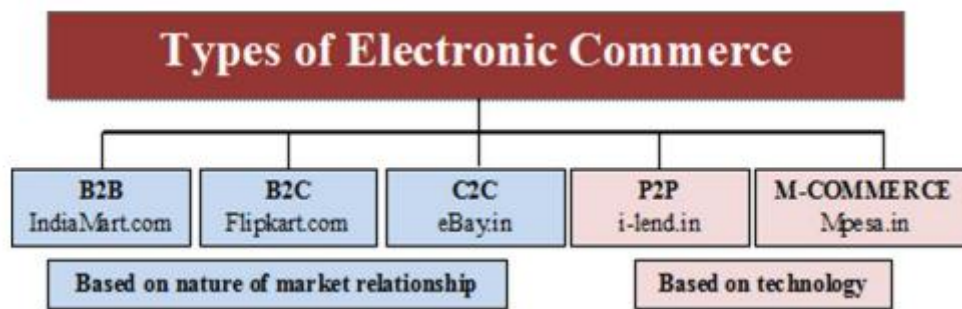


Figure 1.Types of electronic commerce

### 3. Origin Of E-Commerce In India

Indian web based business industry has seen a rollercoaster ride (Figure 2). At first market was limited to simply print media (grouped advertisements), and now with more than 243,198,922 internet users (Internetlivestats.com, 2014), Indian web based business is taking off high. New business models like gathering purchasing and social commerce are emerging. Development of Indian internet business took place in two major stages; these stages with huge occasions are talked about underneath (Ernst and Young, 2013).

- **First wave** - Seeds of internet development in India were planted long in 1982 when DataQuest-India's first IT production (Dqindia.com, 2014) was propelled and establishment of one of first networks of India – ERNET. This network was collaborative effort of five IITs, IISc, NCST and DIT in 1986 (Ernet.in, 2014). This activity prompted formation of ERNET India and it associated 800 establishments and 100,000 users by 1996. Formally in 1995, first flood of web based business unrest influenced. VSNL presented dial-up internet in 6 urban areas in India (Economicstimes.indiatimes.com, 2014b). Dispatch of economic advancement, end of permit regime, and high charges and import limitations and loosened up arrangements prompted development of SMEs and information innovation industry, who received internet at beginning period.

- B2B directory - Changed exchange approaches stimulated the development of B2B online portal. IndiaMART.com by Dinesh Agarwal and TradeIndia.com by Bikki Khosla emerged as India's first B2B in 1996 (Indiamart.com, 2014; Tradeindia.com, 2014).
- Online matrimonial - Sagmai.com, prominently known as Shaadi.com was established by Anupam Mittal in 1996. This changed idea of finding matrimonial matches on the web. Presently shaadi.com has become World's biggest matrimonial portal (Shaadi.com, 2014).
- Online recruitment - Economic reforms of 1991 made immense number of occupations. Till 1997, employment news, megazines and warnings in the papers were the main hotspot for employers and occupation hopefuls. Sanjeev Bikhchandani detecting this gigantic opportunity made Naukari.com in 1997 to interface employers and occupation searchers (Infoedge.in, 2014).
- Online classified - One of the primary purposes behind moment ubiquity of online ordered was simplicity of utilization, as there were no migraines with respect to conveyance, coordinations or tax assessment.

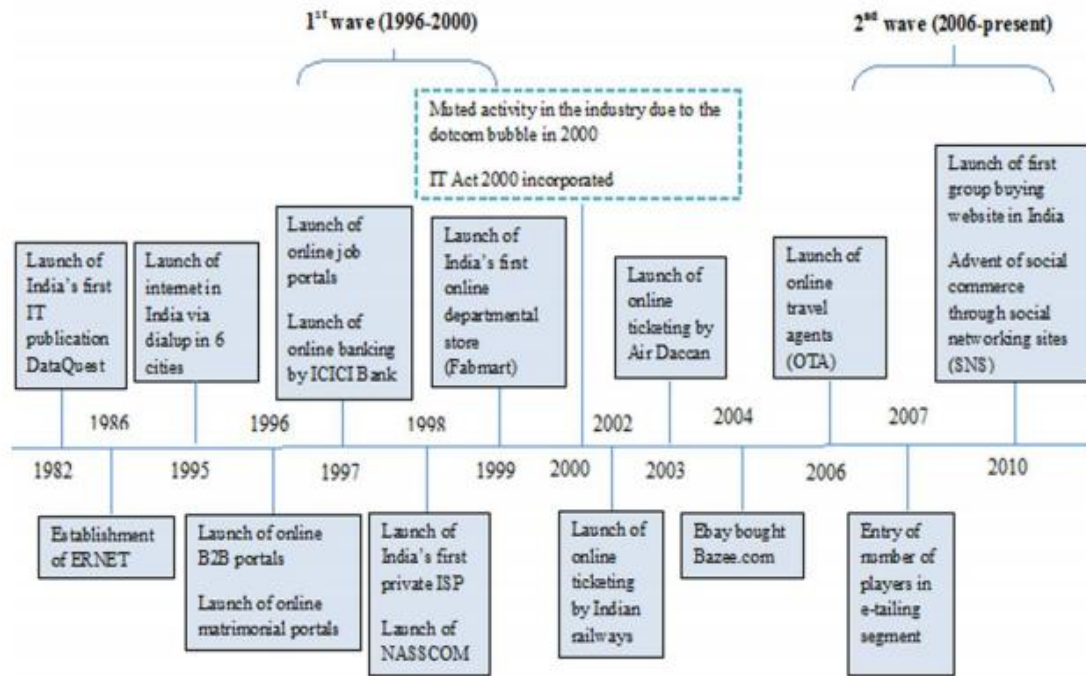


Figure 2. Two waves of e-commerce evolution in India Source: Ernst & Young, 2013

Aside from these developments hardly any critical occasions happened like dispatch of India's first web based financial webpage by ICICI bank in 1997 (Economicstimes.indiatimes.com, 2014a), Sify became India's first private ISP in 1998 (Kannan, 2011), NASSCOM was propelled to promote IT industry in 1998 (NASSCOM, 2014) and India's first online departmental store, Fabmart.com (prior known as Fabmall or indramall, which was later rebranded to Indiaplaza.com) came into reality in 1999 (Kumar and Mahadevan, 2003; Kurian, 2000). First influx of Indian web based business crumpled to low internet entrance, menial online customer base, more slow internet, deficient framework support and little acknowledgment of internet shopping idea. This website burst was marked by crumple of more than 1000 web based business in India. 2000-2005 was quiet time of Indian ecommerce with not many developments like incorporation of IT Act 2000 ("IT Act," 2000), Launch of web based ticketing by Indian Railways (J. Singh, 2011), Bazaar.com was procured by (eBay.in, 2005).

- Second wave - Second wave of e-commerce in India was marked by advent of low cost carriers (LCCs) in the Indian aviation sector in 2005 (Ahmed & Mahfooz, n.d.). People found online ticket booking more reliable, cheaper and simple. This success overcame the initial inertia felt by online shoppers and lead to growth of online retail.
- Online travel - Before 2005-06, masses had this perception that air travel is luxury and only rich can afford it. LCCs (low cost carriers) decided to sell their tickets through third parties and internet, which led to growth of online travel agents (OTAs). These OTAs further developed their websites to increase their sales. Within three years of its incorporation; in 2002 IRCTC implemented e-ticketing and in 2005 it churned

63% of e-commerce (22feettribalworldwide.com, 2014). At the time when the e-commerce market was trying to spring up in 2009, IRCTC became largest contributor and accounted for over a third of the total e-commerce (Chowdhury, 2009). A new record was made when 5.80 lakh e-tickets were booked on IRCTC website on 19 March 2014 (Mehta, 2014). Now IRCTC is one of the biggest e-commerce portal of India, churning revenue even more than famous e-retail site like Flipkart (Factsninfo.com, 2014). Not just on national level, IRCTC has also emerged as fastest growing e-commerce website in entire Asia-Pacific region in terms of online money transactions (J. Singh, 2011).

- Online retail - In 2007, convenience and changing lifestyles of consumers paved way for online retailers who are innovative and strive to achieve delightful customer experience. These retailers adapted and duplicated global business models for profit and growth.
- Group buying - Since 2010, Indian e-commerce is following global trend and daily deals and group buying websites are substantially getting more number of visitors and members every day. Venture capitalists see it as huge investment opportunity.
- Social networking actively used by organizations to reach out to customers - Because of huge mass appeal of social networking sites e-commerce players are strategically using these websites to target potential customers. Companies upload latest product information, try to create product loyalty, advertise, create hype and receive feedbacks, and keep connected to their customers. Social commerce is emerging as phenomenon (Figure 3).

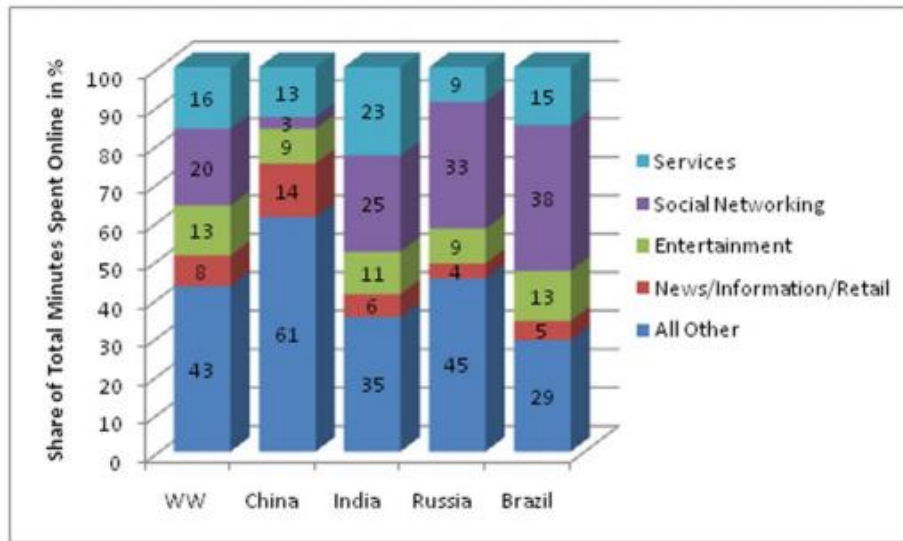


Figure 3. Social networking captures large share of pc screen time in India

**4. Present - B2C electronic commerce market size from 2009-2013**

Advanced commerce market in India has been dominated by online travel all through its development, however online retail is getting up to speed and more and more online users are demonstrating enthusiasm for making buy on the web. Another category which has demonstrated upward pattern is budgetary administrations. In light of total exchanges done through PC and mobile (Table 1) (IAMAI, 2013) –

- Online travel transactions have been leading digital commerce industry with 73% share (INR 345.44 billion), and it was predicted to grow further at the rate of 30% to cross INR 449.07 billion by the end of year 2013.

- Non-travel transactions chip in remaining 27% (INR 128.05 billion), out of which –
  - E-tailing claims first position with nearly 50% share (INR 64.54 billion)
  - Financial services take second spot with 23% share (INR 28.86 billion)
  - Classifieds segment get hold of 18% of the whole non-travel industry pie (INR 23.54 billion)
  - Other online services sum up to the remaining 9% (INR 11.10 billion)

It was anticipated that the non-travel industry segment will mature by 41% and reach up to INR 180.60 billion by December 2013.

Table 1. Digital commerce market size from 2009-2013 (Figures in billions, percentages indicate share of overall market size)

Year	Dec-09	Dec-10	Dec-11	Dec-12	Dec-13
<b>Total Market Size</b>	192.49	262.63	351.42	473.49	629.67
<b>Online Travel Industry</b>	149.53 (78%)	204.40 (78%)	265.72 (76%)	345.44 (73%)	449.07 (71%)
<b>Online Non- Travel Industry</b>	42.96 (22%)	58.23 (22%)	85.70 (24%)	128.05 (27%)	180.60 (29%)
<i>E-tailing</i>	15.50	23.72	38.42	64.54	100.04
<i>Financial Services</i>	15.40	18.48	22.55	28.86	36.07
<i>Classifieds</i>	7.75	10.85	16.82	23.54	30.61
<i>Other Online Services</i>	4.31	5.18	7.92	11.10	13.88

Source: IAMAI, 2013

**5. Categorizing B2C electronic commerce in India**

Advanced market in India is partitioned into two major segments: Online travel and non-online travel, which are talked about underneath (Figure 4) (IAMAI, 2013) –

- **Online travel** – This industry segment consists of domestic and international air tickets, railway tickets, bus tickets, hotel bookings and tour packages/travel insurance.
- **Non-online travel**

- E-tailing – This incorporates electronic retailing of consumer items like books, array and footwear, adornments and individual/social insurance accessories, camera and camera accessories, consumer durables and kitchen machines, home goods, mobile telephones and mobile accessories, laptops/net books/tablets and different items, for example, vouchers/coupons, toys, endowments, blossoms, painstaking work, stationary and so on.
- Financial Services – The elements here include insurance related services, utility bill payments including mobile bill payments and online transactions for shares and securities trading.
- Classifieds – This category includes B2C Classifieds like online jobs and matrimony, other B2C categories like car, real estate and B2B classifieds.
- Other online services – This comprises emerging online services like online entertainment ticketing, online food and grocery delivery.

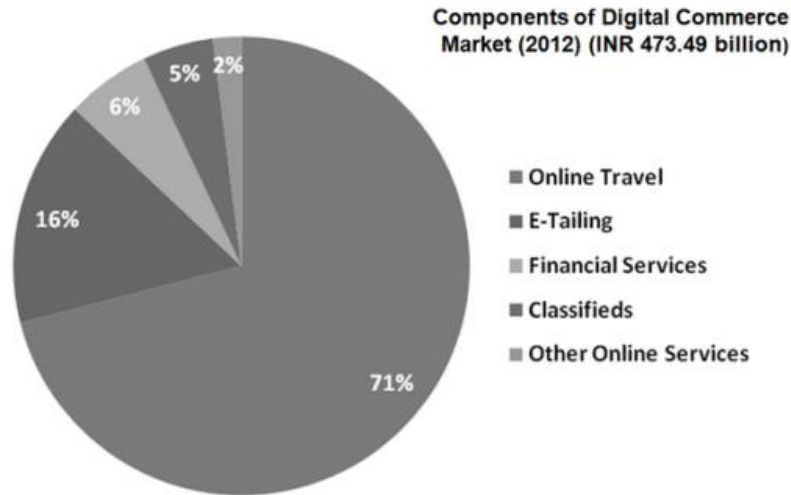


Figure 4. Components of digital commerce market, 2012 Source: IAMA, 2013

**6. Indian online retail market size and growth**

Indian populace has enormous enthusiasm towards internet therefore it has become fundamental element of our rapid way of life. Internet has advancing from only a medium for communication to consumer-driven e-marketplace, where consumer can purchase most recent items and administrations, best case scenario cost and accommodation. With changing ways of life and developing internet infiltration in most recent 5 years, India's online retail industry has grown nine folds from around Rs 15 billion incomes in 2007-08 to Rs 139 billion out of

2012-13. This compounded yearly development rate (CAGR) of more than 56 percent is impelled by offers of books electronics and attire. New businesses are concentrating on specialty segments like basic food item, gems, furniture and attire will additionally drive the market at sound 50-55 percent CAGR to Rs504 billion by 2015-16 (Figure 5) (CRISIL, 2014). Powered by generous cost limits from online retailers and supported with manufacturers' ensures, web based shopping will undoubtedly build (Gopalan and Ranganathan, 2014).

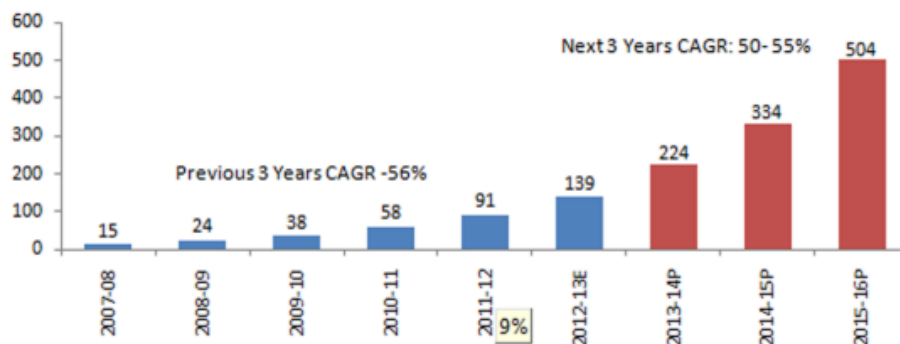


Figure 5. Indian online retail market size and growth Source: CRISIL, 2014

**7. Total retail vs online retail**

Capability of India's online retail industry can be estimated from the way that it's extremely small in comparison to organized and generally speaking (organized in addition to unorganized) retail in the nation. It is normal that industry's income will develop to dramatically increase to around 18

percent of organized retail by 2016 from around 8 percent in 2013. Still its offer will be only 1% of the general retail (organized in addition to unorganized) pie (Figure 6 and 7), which is extremely low as compared to 9-10% in the US and UK, and around 4-5% in China (CRISIL, 2014).

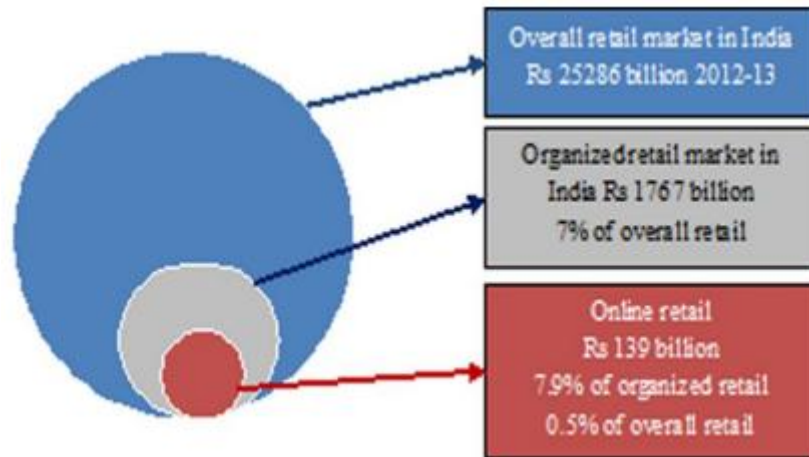


Figure 6. Comparative picture overall Vs online retail 2012-13 Source: CRISIL, 2014

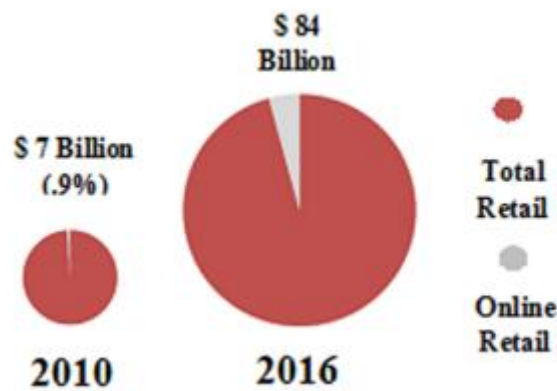


Figure 7. Online retail Vs total retail in India Source: The Boston Consulting Group, 2012

**8. E-tailing**

E-folloing comprises of purchasing consumer items, for example, books, array and footwear, adornments, mobiles, cameras, computers (desktops/laptops/net books/tablets), home and kitchen machines, home goods, vouchers/coupons, roses and toys, blessings on the web. The e-folloing category

has developed from INR 15.50 billion in the year 2009 (Jan-Dec 2009) to INR 64.54 billion in year 2012 (Jan-Dec 2012). This category was estimated to cross the 100.00 billion mark in the year 2013(Figure 8) (IAMA, 2013).

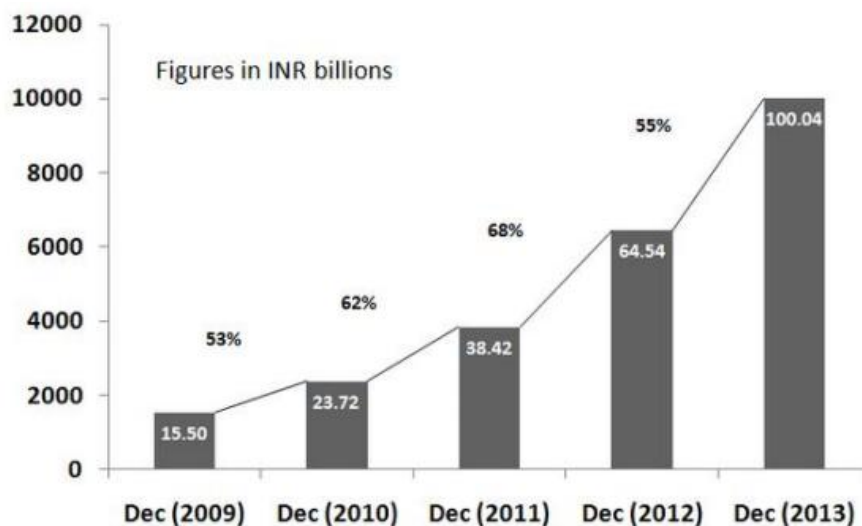


Figure 8. Growth of e-tail in India, 2009-2013 (figures in INR billions) Source: IAMA, 2013

## 9. Components share of e-tailing, Jan-Dec 2012

Top components that take about 78% of total e-tail market are Laptops/Netbooks/Tablets 24.5% (INR 15.79 billion), trailed by attire and footwear which contribute 20.6 % (INR 13.31 billion) and mobile telephones, cameras, mobile and camera accessories contributing another 33% (INR 21.31 billion). Remaining 20% (INR 14.13 billion) of the total e-following pie is

established by consumer durables and kitchen apparatuses, books and home goods, for example INR 5.00 billion, INR 2.88 billion and INR 2.00 billion separately. Just about 3% is contributed by incipient category comprising items like arrangements/coupons, toys, endowments, painstaking work, blossoms and so on (Table (IAMAI, 2013)).

**Table 2.** Components share of e-tailing, Jan-Dec 2012

Component	Percentage (%)	Market size (INR in billions)
Books	4.50%	2.88
Apparels + Footwear	20.60%	13.31
Jewellery + Personal/Health Care Accessories	3.70%	2.40
Cameras + Camera Accessories	14.10%	9.14
Consumer Durables + Kitchen Appliances	7.80%	5.00
Home Furnishings	3.10%	2.00
Mobile Phone + Mobile Accessories	18.90%	12.17
Laptops/Netbooks/Tablets	24.50%	15.79
Other Products (Voucher, Coupon, Toys, Gifts, Handicrafts, Stationary, Etc	2.80%	1.85

Source: IAMAI, 2013

## 10. Conclusions

Electronic commerce is becoming well known in light of the fact that it offers interesting and assortment of highlights to its client. Consumer can purchase most recent items and administrations, best case scenario cost with comfort. Precursor of web based business, for example internet is quick becoming a fundamental piece of our lives; it has advanced from only a medium for communication to consumer-driven emarketplace. Almost 40% of world populace is utilizing internet, and half of it is from Asia. After China and US, India has most elevated number of Internet users. This tremendous development of internet in India impels enormous potential for web based business. It is estimated that worldwide business-to-consumer (B2C) web based business deals will develop by 20.1% to reach \$1.500 trillion out of 2014 and Asia-Pacific will become biggest provincial web based business market in the world. This clarifies emerging markets are getting quality out of their tremendous populace base that come and shop online for the first time. Asia pacific development will be driven by China, alongside India and Indonesia.

Regardless of its enormous populace and hypnotizing forecasts talked about in the paper, India neglects to reach among top 30 nations of Global Retail E-Commerce Index in light of poor internet entrance, framework limitations, low charge card infiltration, complex assessment laws and lack of assets. In any event, during development of web based business in India, which happened in two waves; first wave in (1996-2000) confronted an air pocket burst in 2000 because of similar reasons like low internet entrance, menial online

customer base, more slow internet, insufficient foundation support and little acknowledgment of internet shopping idea. More than 1000 web based business in India crumpled during this website burst, making 2000-2005 a quiet period of Indian online business. Second wave (2006-present) has been dominated by online travel all through its development, yet online retail is getting up to speed and more and more online users are indicating enthusiasm for making buy on the web and it claims about 50% portion of non-travel B2C web based business.

Despite problems talked about above, capability of India's online retail industry is colossal and it tends to be estimated from the way that presently it is only 7.9% of organized retail and 0.5% of in general retail. Changing ways of life and developing internet infiltration in most recent 5 years, are filling India's online retail industry, which has grown nine folds from 2007-08 to 2012-13. This compounded yearly development rate (CAGR) of more than 56 percent is pushed by offers of books electronics and clothing. According to a report by CRISIL, new businesses are concentrating on specialty segments like basic food item, adornments, furniture and clothing, and it will additionally drive the market at solid 50-55 percent CAGR to Rs 504 billion by 2015-16. By understanding the utility of internet business innovation, taking in exercises from developmental past and knowing vindicated present position, this added substance information can be extrapolated by electronic retailers to catch brilliant opportunity in not so distant future.

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