



India's Proportion of Digital Buyers Set to Double By 2020

Mumbai, 13th April 2017: India's proportion of digital buyers (people who buy online) among the urban fashion shoppers is set to double to 33% by 2020 from the current 16% according to a Digital Influence study conducted between 2013-2016 by BCG and CCI, said **Namit Puri, a senior partner at Boston Consulting Group (BCG)** speaking at the India Fashion Forum 2017.

There will also be a steady increase in digital influence (people who use some digital platform at any stage of their purchase) from 20% currently to 49% by 2020. The repercussions of this would cut across the value chain, according to **Rajesh Jain, MD & CEO of Lacoste**. "Businesses have been looking at technology and digital as an end objective rather than focusing on it as a tool, and that mindset needs to change," said Mr. Jain.

Kavindra Mishra, MD and CEO, Pepe Jeans London said, "growing digital influence converts the procurement side of the fashion retail business into an art and a science making it easier to track trends and respond to them which increases sell through rates resulting in more full price sales to the right customers and reducing dependency on discounts." Speaking on leveraging technology to connect to customers, **Kamal Khushlani, MD of Mufti** struck a contrarian chord saying, "digital is just a new medium to communicate to your target group but growth will come in the old-fashioned way - creating a good value proposition for your customers."

But there is value in using the digital platform to create communities and tribes which can help marketers in the fashion space. They can move away from plug based social media marketing and towards more real conversations. "Brands can engage more holistically with customers and use community members as their influencers and spokespersons all the way through and not just specific product or campaigns", said **Rajesh Mishra, the VP & Head of Digital & Marketing, Target**. Speaking on the same context he added "social is not momentary or transactional; it is beyond that." The real value of digital on the customer side depends on 'listening to the customer in real time and curating things based on uniqueness' said **Vishakha Singh the founder of RedPolka.com**.

As the Indian fashion ecommerce segment grows from a base of about 55 million shoppers in 2016 (an estimated \$7-9 billion worth of sales is digitally influenced) to an estimated 135 million shoppers by 2020 (digitally influenced sales - \$25-30 billion) , the secret to serving the market profitably will not only depend on understanding and listening to consumers in real time but also using technology to tweak the supply side of the value chain to allow fashion retailers to have one view of their inventory, customers and transactions.

About India Fashion Forum:

Launched in 2000, India Fashion Forum (IFF) is India's largest fashion retail intelligence event. Every year, an exciting blend of Conference sessions, workshops and masterclasses, zoned exhibitions and industry awards mark the IFF confluence of the biggest trends and determinants of success in the business of fashion in India. The IFF Conference creates unparalleled opportunities for learning from international and Indian industry experts, academicians, experienced professionals and analysts through a world-class mix of keynote addresses, panel discussions, CEOs Roundtables, presentations, Knowledge Series sessions and workshops. Four themed exhibition platforms - TrendView, L Cube, Customer Experience Forum, India Brand Show -- showcase the most market-ahead fashion ingredients, design innovation, technology, retail strategies and solutions to a mega congregation of leaders from the business of fashion in India and elsewhere.



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For further queries contact ITW Playworx@

Namrata Aswani @ 09920710261

Sushil Panigrahi @ 09930634197