

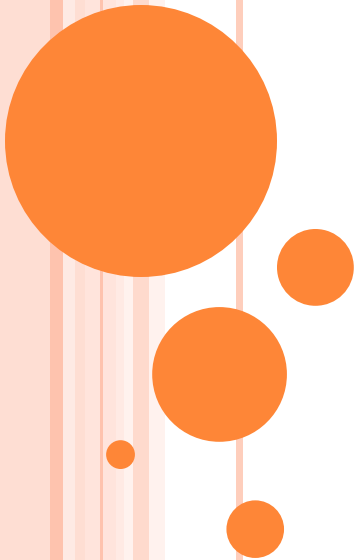
BBA-402

Marketing Management

The Marketing Concept

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TOP-10 E-Commerce Portals of India

E-Commerce Site RANK (India)	Website URL	Domain Age	Alexa Global Rank	Alexa India Rank	Google Page Rank	Daily Unique Visitors	Website IP	Remark
1	Flipkart.Com	2007	87	6	6	319,557,683	163.53.76.55	
2	Amazon.in	2013	111	8	8	262,104,622	54.239.34.40	
3	Indiatimes.Com	1998	102	12	7	288,437,275	223.165.27.13	News + E-Commerce
4	Snapdeal.Com	2001	157	14	5	154,380,132	122.248.250.132	
5	Jabong.Com	2001	236	19	5	44,854,905	23.37.146.81	
6	Rediff.Com	1998	291	25	7	38,446,465	23.74.9.40	News + E-Commerce
7	Ebay.in	2005	360	27	6	31,222,406	66.211.181.235	
8	Paytm.Com	2001	456	29	5	19,221,146	54.169.22.84	
9	Shopclues.Com	2012	514	49	3	14,028,980	180.179.168.163	
10	Myntra.Com	2007	486	55	5	15,725,633	180.179.147.10	

TOP 10 INDIAN E-COMMERCE COMPANIES ON FACEBOOK

			S360 SCORE
1	OLX.IN		69
2	JUNGLEE		68
3	SNAPDEAL		64
4	BEWAKOOF.COM		61
5	BOOKMYSHOW		60
6	AMAZON INDIA		58
7	FLIPKART		57
8	JABONG		56
9	HUNGAMA.COM		54
10	LOOTORE.COM		53

S360 Score is derived based on a combination on various parameters like page engagement, fan engagement, fan's growth and total number of fans.

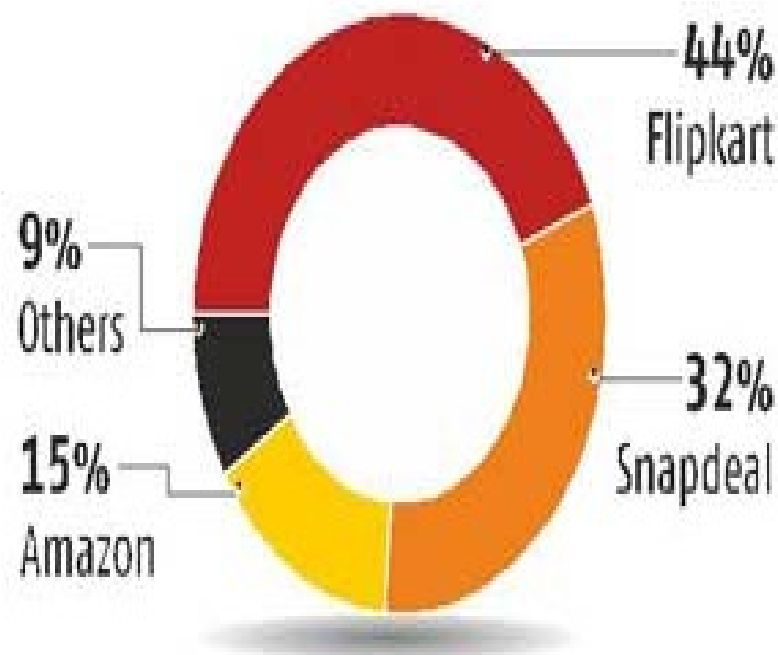




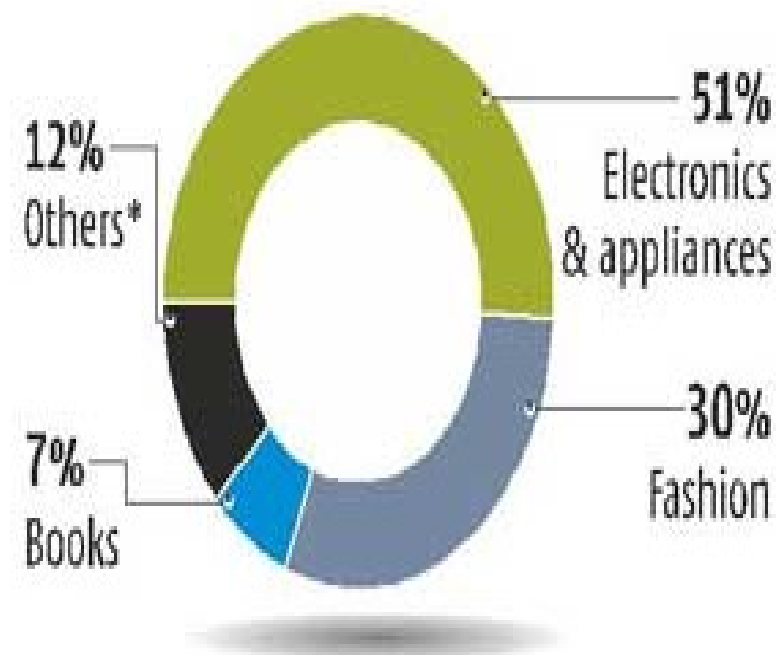
E-COMMERCE PECKING ORDER

A Morgan Stanley report reveals market shares for the first time

MARKET SHARE



BREAK-UP OF INDIAN E-COMMERCE



* Others includes baby care, food & grocery, health & personal care, jewellery, furniture & home decor

TOTAL RETAIL & RETAIL ECOMMERCE SALES IN INDIA 2013 - 2018



Source: eMarketer, Dec 2014, Figures in USD Billions