

## **INDIA'S RETAIL INDUSTRY** IS SET TO GROW AT 10% TO REACH **APPROXIMATELY \$2 TRILLION BY 2032.**

## **CHOICES OF MODERN INDIAN CUSTOMERS**

Customers use multiple channels to browse products, find discounts, compare products etc. Pepperfry, an online furniture brand, ventured into physical experiential stores leading to 33% of its business today being generated from experiential

stores.2

**Customers want** a personalized touch MyGlamm, an online store creating products personalized to needs of women, has a strong product and platform recall with 98% of its online sales being generated through its own website and app.1

Big Basket's BBNow is growing at the rate of 30-35% every month right now.3 Voice of Customers

Customers are looking for express delivery

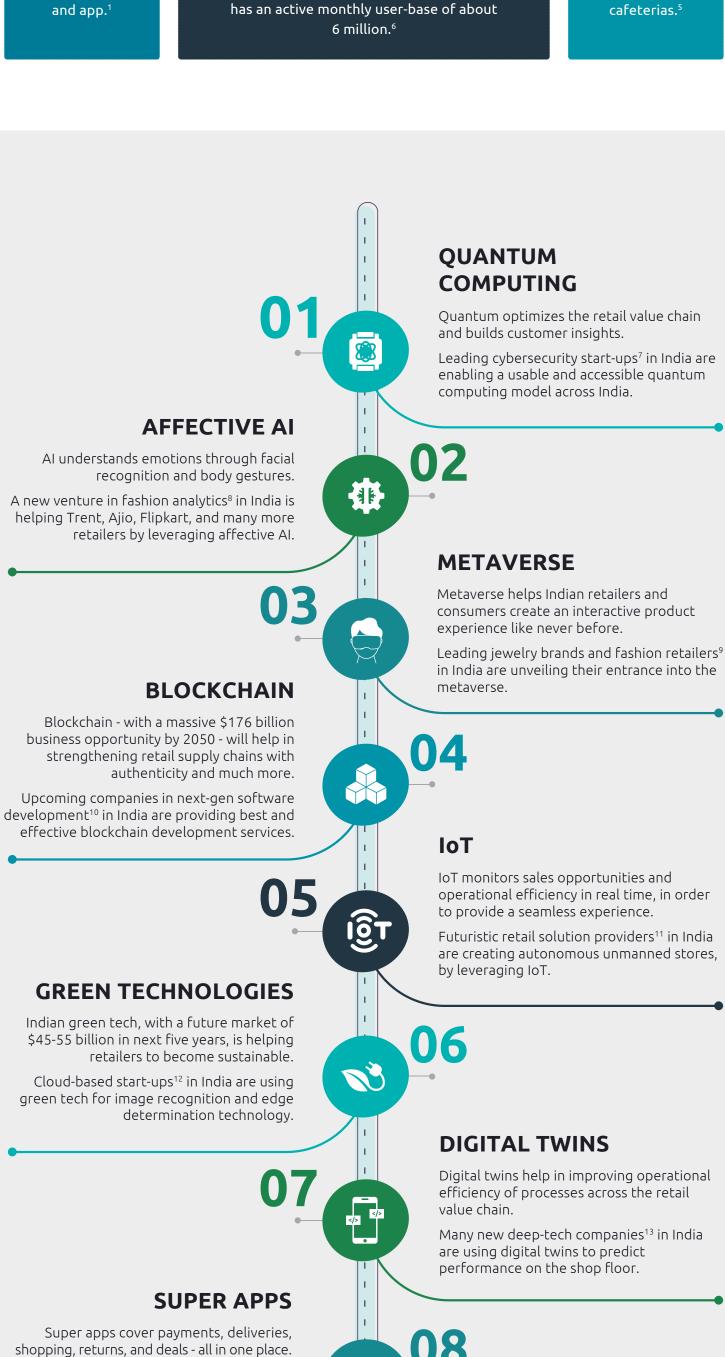
Indian Gen Zs and Millennials are looking for alternative sales channels for engagement DealShare, a social commerce platform in India, has an active monthly user-base of about 6 million.6

customers in urban India expect to increase spending on sustainable brands in the next three years

52% of

Lea clothing, an Indian brand making 70% of collection from export surplus fabric, is making upcycled fashion.4

> Indian customers prefer scan and pay checkout to avoid long queues and contact Perpule's self-checkout platform is being used by Big Bazaar and Decathlon, for purchase in stores, and by 20+ corporates in their corporate cafeterias.5



- customers.
- Various fashion and general merchandise retailers in India are also experimenting with RPA to build a seamless interface for

RPA, with future scope of \$512.2 million by 2026, simplifies operations management by

**ROBOTICS PROCESS** 

**AUTOMATION (RPA)** 

reducing the risk of human errors.

Boutique digital business providers<sup>14</sup> in India are offering customers an extensive, yet highly personalized, shopping experience

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**DRONES** Drones have a high potential for improving last mile delivery for retailers and

200 drones for last mile delivery across four Indian cities.

consumers with efficient and faster reach. Leading direct-to-customer (D2C) electric vehicle (EV) brand<sup>15</sup> in India plans to deploy

through super apps.

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2.https://yourstory.com/companies/pepperfry

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