

Organised by



## E-Commerce Mission Trip to India: Exploring e-Commerce Business Innovation In the World's Fastest Growing Mobile Market

5<sup>th</sup> to 10<sup>th</sup> November 2017: New Delhi and Bengaluru

With \$681 billion in online retail sales in 2016, China is the largest market for e-commerce globally, followed by the US, however the fastest growing one is India. India's mobile phone subscriber base has crested the 1 billion users mark, with a big chunk of these billion mobile subscribers expected to become smartphone users in the next couple of years. In India, people communicate with each other over mobile phones than they do face to face. From keeping in touch, shopping, hailing a cab, or ordering food, everything begins and ends with that smartphone.

Up to **50% IE**

**Support\*** on

Training Fee, Airfare  
& Accommodation!



This 5-day study trip for local SMEs, will provide insights and in-depth study on India's vibrant e-Commerce landscape and how brick and mortar retailers are transforming themselves by leveraging on mobile platform as the key driver for business.

### Trip Objectives:

- Understand the different Indian e-Commerce models and technologies that enable and drive e-businesses
- Explore ways to implement e-commerce to facilitate cross-border expansion for current business
- Network with e-commerce ecosystem players such as e-marketplaces, logistics and payments providers to support cross border e-commerce

**Target Participants:** Entrepreneurs, CEOs, COOs and Senior Management keen on embarking on e-Commerce. As seats are limited, priority will be given to those in the retail, wholesale and manufacturing sectors, and limited to only 1 participant per company.

### (1) TENTATIVE PROGRAMME

**Day 1**      **5 November 2017 (Sun) Singapore – New Delhi, India**

- Depart for Indira Gandhi International Airport via Singapore Airlines (SQ406 ETD 1710 ETA 2030)
- Check in hotel
- Free & Easy

**Day 2**      **6 November 2017 (Mon)**

**Visits:** Ministry of Electronics & Information Technology (Gov. of India), National Association of Software and Services Companies, PayTM

**Learning objectives for the day:**

- Digital India Programme
- India Technology & e-Payment Landscape

**Meals Provided:** Lunch & Dinner

**Day 3      7 November 2017 (Tues)**

**Visit:** Shopclues.com, Pepperfry.com, Delhivery.com

**Learning objectives for the day:**

- M-Commerce
- Digital Furniture Business Model
- India eCommerce Logistics Fulfillment

**Meals Provided:** Lunch & Dinner

**Day 4      8 November 2017 (Wed)**

**Visit:** Vulcan Express

- Depart for Bengaluru International Airport via Jet Airways (AI88 ETD 1740 ETA 2025)

**Learning objectives for the day:**

- India eCommerce Logistics Fulfillment
- Customer Journey & Omni Channel Experiences
- Digital Shoppers & Buyers Behavior
- Leveraging on Social Media to increase small business sales

**Meals Provided:** Lunch & Dinner

**Day 5      9 November 2017 (Thurs)**

**Visit:** Amazon.com, Caratlane.com, Flipkart.com, Myntra.com

**Learning objectives for the day:**

- Need for Strong Supply Chain & Logistics support to build sustainable eCommerce
- Jewellery Digital Business Model
- Leveraging on Big Data to improve product fulfillments
- Business Networking Session

**Meals Provided:** Lunch, Networking Dinner

**Day 6      10 November 2017 (Fri) Bengaluru, India - Singapore**

- Depart for Bengaluru International Airport via Indira Gandhi International Airport (SQ503 ETD 2305 ETA 0610)











**Visit:** Cloudbtail.com

**Business Networking & Debrief**

- Interaction with eCommerce & Technology Companies in Bengaluru

**Meals Provided:** Lunch

**Note: The programme in India will be conducted in English. Programme is tentative and company visits might differ from actual.**

(2) Profiles of Some of the Companies				
				
<p><a href="http://www.flipkart.com/">http://www.flipkart.com/</a></p> <p>Flipkart is an electronic commerce company headquartered in Bangalore, Karnataka with over 80 million products across 80+ categories. It was founded in 2007 and registered in Singapore.</p> <p>Flipkart has 100 million registered users, contributing to 10 million daily page visits. With 21 state-of-the-art warehouses, it uses technology to enable 100 thousand sellers to ship 8 million shipments monthly.</p>	<p><a href="https://www.myntra.com">https://www.myntra.com</a></p> <p>Myntra is an Indian fashion e-commerce marketplace company headquartered in Bengaluru, Karnataka, India. The company was founded in 2007 by Indian Institute of Technology graduates with a focus on personalisation of gift items.</p> <p>In May 2014, Myntra.com merged with Flipkart to compete with Amazon which entered the Indian market in June 2013 and other established offline retailers like Future Group, Aditya Birla Group and Reliance Retail</p>	<p><a href="http://www.shopclues.com">http://www.shopclues.com</a></p> <p>ShopClues.com is an online marketplace, headquartered in Gurgaon, India. The company was founded in California's Silicon Valley in 2011. It has over 12,000 registered merchants retail 2,00,000+ products on the platform to over 42 million visitors every year across 9500 locations in the country.</p>	<p><a href="https://www.pepperfry.com/">https://www.pepperfry.com/</a></p> <p>Pepperfry is India's No. 1 online Furniture, Home and Living destination, offering products across categories like Furniture, Home Décor, Furnishings, Kitchen &amp; Dining, Homecare, Fitness, Leisure and Pet Supplies</p>	<p>Cloudtail India Pvt. Ltd, a joint venture between Amazon.com Inc. and N.R. Narayana Murthy's Catamaran Ventures, has become the biggest seller or merchant on Amazon India's platform, underlining how the world's largest online retailer has used loopholes in the law to deploy a mix of the marketplace and the direct-selling business model in India.</p>
				
<p><a href="https://paytm.com/">https://paytm.com/</a></p> <p>Paytm is India's largest mobile payments and commerce platform. It started with online mobile recharge and bill payments and has an online marketplace today. In a short span of time, PayTM has scaled to over 230 million registered users. Paytm is the consumer brand of India's leading mobile internet company One97 Communications. One97's investors include Ant Financial (AliPay), SoftBank, SAIF Partners, Mediatek, Sapphire Venture and Silicon Valley Bank.</p>	<p><a href="https://www.delhivery.com/">https://www.delhivery.com/</a></p> <p>Gurgaon-based logistics company SSN Logistics Pvt Ltd, which runs the web platform Delhivery.com. The company was started by a bunch of engineers.</p> <p>It offers a full suite of services such as last-mile delivery, third-party and transit warehousing, reverse logistics, payment collection, vendor-to-warehouse and vendor-to-customer shipping and more. The company is backed by Times Internet Ltd, which had acquired a minority stake in the firm in June last year.</p>	<p><a href="http://vulcanxpress.com/">http://vulcanxpress.com/</a></p> <p>Vulcan Express Private Limited is a logistics firm that offers end-to-end logistics and supply chain solutions for retail companies with greater focus on highly dynamic and rapidly growing ecommerce industry in India.</p> <p>It offers a range of services including Pickup, Consolidation and Fulfilment Operations, Warehousing Solutions, Intercity Movement, and Last Mile Delivery services. Vulcan Express Private Limited is a company run by the industry experts and veterans of the logistics and e-commerce industry.</p>	<p><a href="http://www.amazon.in">http://www.amazon.in</a></p> <p>The Amazon.in marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. (NASDAQ: AMZN).</p> <p>Amazon.in seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want – vast selection, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce platform.</p>	<p><a href="https://www.caratlane.com">https://www.caratlane.com</a></p> <p>CaratLane is an Indian online portal that sells jewellery. It was founded by Mithun Sacheti and Srinivasa Gopalan in 2008. CaratLane's inventory includes diamond jewellery and gold coins.</p> <p>Instead of maintaining a conventional inventory, the company relies on several thousand vendors who supply gems on request. As of August 2015, the company operated ten physical stores in India.</p>

<b>(3) Cost Breakdown</b>		
<b>Estimated Cost &amp; Grant Per Participant</b>		
<b>Items</b>	<b>Cost</b>	<b>IE Grant* (based on 50% subsidy for eligible cost, capped at IE Officer Rate)</b>
5-day training fee	S\$1,650.00	S\$1,155.00**
Economy International Airfare <sup>1</sup> fare is subjected to price change pending seats availability <sup>2</sup> delegate can book official flights with appointed travel agent or on your own <sup>3</sup> rate will be capped at IE Singapore Officer's rate on flights from Singapore to New Delhi to Bengaluru to Singapore, tentative rate at S\$1,318.	S\$1,580.00	S\$659.00 (Capped at 50% of IES Officer rate @ S\$1,318)
5-night accomodation in New Delhi & Bengaluru <sup>1</sup> rate will be capped at IE Singapore Officer's rate, tentative rate at S\$276 per night.	S\$1,610.00	S\$690.00 (Capped at 50% of IES Officer rate @ S\$1,380)
Common Fund for local transport, meals, and networking • 5 lunches + 5 Dinner	S\$200.00	N.A.
<b>TOTAL</b>	<b>S\$5,040.00</b>	<b>S\$2,642.00</b>

**Estimated Cost to Delegate after Reimbursement of Eligible Grants ≈\$2,398.00 per pax**

\*IE Singapore Grant is ***only applicable*** for one Singaporean and/or Singapore PR participant for companies with Global Headquarters anchored in Singapore. Global HQ refers to global management control and decision making functions being based in Singapore (indicators could include the global CXOs being based in Singapore; board meetings are held in Singapore, etc).

\*\* Funding support for **training fee** is 70% of eligible costs incurred for SMEs and 50% for non-SMEs. A SME is defined as a company whose turnover does not exceed S\$100 million based on most recent audited report.

Participants will need to fill up the attached giro form attached in the registration form in order for reimbursement from IE Singapore. Delegates must produce certified true copy invoice of air-ticket and proof of payment. IE Singapore will reimburse only after the study trip is over.

**Full participation in the programme is required in order for grant support. Grants will not cover cancellation penalty incurred by the participant.**

### **(4) Logistic Arrangements**

New Shan Travel Service Pte. Ltd. has been appointed to **handle flight & hotel accommodation**. For payment of airfare and more information, please contact **Ms Peggy Goh** at Tel: 6222 5075, Fax: 6227 5433 or Email: [peggy.goh@newshan.com.sg](mailto:peggy.goh@newshan.com.sg).

Ground transport to and from the airport will be provided to participants. A **Pre-Mission Briefing will be conducted on 27 October 2016, 3pm to 5pm at SCCCI**.

### **(5) Terms of Participation**

By virtue of agreeing to participate in the above Trip, the participant and/or the company/organisation he/she represents, agree to the following terms of participation:

- (a) All participants are strongly advised to arrange visa documents (if any) and purchase full insurance coverage for their overseas travel needs. We recommend all participants to insure themselves with the necessary coverage for overseas travel, medical, emergency evacuation and trip cancellations/ interruptions, etc.

- (b) The Singapore Chinese Chamber of Commerce & Industry (SCCCI) and IE Singapore (IES) shall be fully indemnified against any liability whatsoever resulting from or in the event of death, injury, loss or damage to property incurred during the course of the Mission.
- (c) SCCCI and IES reserves the right, without prior notice, to make changes and/or amendments to the Mission programme, in part or in whole for the Mission, as it deems fit or as the circumstances dictate.
- (d) Trip participants who make their own flight arrangement are strongly advised to update themselves with the latest programme and ensure that they meet up with the main group punctually at the designated locations. SCCCI and IES will not be held liable should participants fail to turn up punctually for meetings or activities organized in this Trip.
- (e) SCCCI and IES shall not be responsible in any way for loss, injury or damage arising from acts of God, acts of governments or de facto authority, war, civil unrest, any kind of hostilities, strikes, theft, sickness, quarantine, immigration or customs regulations, hijacking, acts of lawlessness or terrorism, forces of nature, breakdown, delay, cancellation, error, omissions or any other cause beyond our control.
- (f) Cancellations must be made to SCCCI and IES in writing. Please note that cancellation fees apply as follows:
  - a. Cancellations received 30 days or more prior to departure, Participants liable to pay 50% of the training fees.
  - b. Cancellations received 15 to 29 days prior to departure, Participants liable to pay 70% of the training fees.
  - c. Cancellations received less than 15 days prior to departure, Participants liable to pay full sum of the training fees.
  - d. Please note that the Participants are also liable for the cancellation policies dictated by the airlines and hotel.

For enquiries, please contact Mr Chris Foo at [chris@sccci.org.sg](mailto:chris@sccci.org.sg) or 6430 8371.

## REGISTRATION FORM – EXPLORATORY STUDY TRIP ON ECOMMERCE TO INDIA:

Exploring e-Commerce Business Innovation  
In the World's Fastest Growing Mobile Market  
5<sup>th</sup> to 10<sup>th</sup> November 2017: New Delhi and Bengaluru

Fax Registration Form to **6339 0605** OR Email to [chris@sccci.org.sg](mailto:chris@sccci.org.sg)

**ATTENTION: Mr Chris Foo, Industry & Enterprise Development, SCCCI**

Please ✓ where applicable

I will make my own flight arrangements for this study mission.

I would like to engage New Shan Travel for my flight arrangements.

**Please indicate your preferred airfare and hotel accommodation:**

S/N	Details	Please indicate your choice	Payment to be made directly to:
1	<b>Airfare (including taxes)</b> 5 Nov SIN/DEL 1710/2030 SQ406 8 Nov DEL/BLR 1740/2025 AI88 10 Nov BLR/SIN 2305/0605 SQ503	<input type="checkbox"/> Economy Class 'E': S\$1,320.00 (International) <input type="checkbox"/> Economy Class 'G': S\$260.00 (Domestic) *Subject to changes depending on time of booking.	New Shan Travel Service Pte. Ltd.
2	<b>Hotel Accomodation</b> Vivanta By Taj- Ambassador, New Delhi (5-7 Nov) Vivanta By Taj M G Road, Bangalore (8-9 Nov)	<input type="checkbox"/> 3-nights Single Room S\$ 330 per pax <input type="checkbox"/> 2-nights Single Room S\$ 310 per pax	SCCCI
3	<b>5-day Training Fee</b>	<input type="checkbox"/> S\$1,650.00	SCCCI
4	<b>Common Fund</b>	<input type="checkbox"/> S\$200.00	SCCCI

### PERSONAL INFORMATION 个人资料 (Information provided will be used for the Mission Brochure and /or Mission-related purposes )

<b>Title</b>	<input type="checkbox"/> Dr <input type="checkbox"/> Mr <input type="checkbox"/> Ms <input type="checkbox"/> Mdm <input type="checkbox"/> Others _____	<b>Nationality</b>	
<b>Participant's Name</b> <small>As indicated in passport</small>	English: _____		
<b>Company Name</b>	English: _____		
<b>Designation</b>	English: _____		<b>Company UEN</b>
<b>Office DID</b>	<b>Fax</b>	<b>Website</b>	
<b>Business Address</b>			
<b>Mobile</b>	<b>Email</b>		
<b>Date of Birth</b> (dd-mm-yy)	<b>Passport No</b>		
<b>Passport Date of Issue</b> (dd-mm-yy)	<b>Passport Date of Expiry</b> (dd-mm-yy)	<b>Any Drug Allergies</b>	<b>Any Medical History</b>
<b>Special Dietary Requirements</b>			



**Annex 8 - DIRECT CREDIT AUTHORISATION FOR SINGAPORE DOLLARS**

This form is to be completed by the Grant Recipient of International Enterprise Singapore Board. Payment will be credited directly into the Grant Recipient's bank account stated below.

The Grant Recipient has to complete relevant section(s) of this form:

- (i) **Part I (Compulsory)**
- (ii) **Part II** through obtaining his banker's certification (Only applicable for companies which have not submitted bank details to IE or wish to update their bank account)

The duly completed form must be returned by post to: International Enterprise Singapore Board, 230 Victoria Street #07-00, Bugis Junction Office Tower, Singapore 188024. Attn: **Incentives Management Division**

<b>PART I (To be completed by Grant Recipient)</b>							
Name of Grant Recipient* : _____ UEN Number : _____							
* As per UEN registration							
Address : _____							
Tel No : 6 <input type="text"/>	Fax No : 6 <input type="text"/>						
Particulars of bank account							
<table border="1" style="width: 100%;"><tr><td>Bank No.</td><td>Branch No.</td><td>Account No.</td></tr><tr><td><input type="text"/></td><td><input type="text"/></td><td><input type="text"/></td></tr></table>	Bank No.	Branch No.	Account No.	<input type="text"/>	<input type="text"/>	<input type="text"/>	
Bank No.	Branch No.	Account No.					
<input type="text"/>	<input type="text"/>	<input type="text"/>					
<table border="1" style="width: 100%;"><tr><td>Name of Account Holder</td></tr><tr><td><input type="text"/></td></tr></table>		Name of Account Holder	<input type="text"/>				
Name of Account Holder							
<input type="text"/>							
I/We hereby authorize International Enterprise Singapore Board to credit payments due to me/us to the above account. Amounts so credited would constitute valid discharge of obligations due to me/us.							
This authorization shall continue to be in force until I/we have expressly revoked it by notice in writing delivered to you.							
In the event of a change of bank account, I/we shall inform you in writing 30 days in advance before the change. It is being understood that you may in your absolute discretion determine this arrangement by giving written notice to my/our address last known to you.							
_____	_____						
Date	Authorized Signature (s) (as in bank's record)						
<b>PART II (To be completed by Bank of the Grant Recipient)</b>							
To : International Enterprise Singapore Board							
We hereby certify that the signature(s) affixed in Part I above is/are consistent with our records and the particulars of the account are correct.							
_____	_____						
Name of Bank & Official Stamp	Authorized Signature & Date						