



# Digital Development



# Grocery Shopping in India - A Cumbersome Experience



**Chaos of Traffic**

+



**Crowded Markets**

+



**Limited SKUs**



**Poor Quality**

+



**Heavy Bags**

=

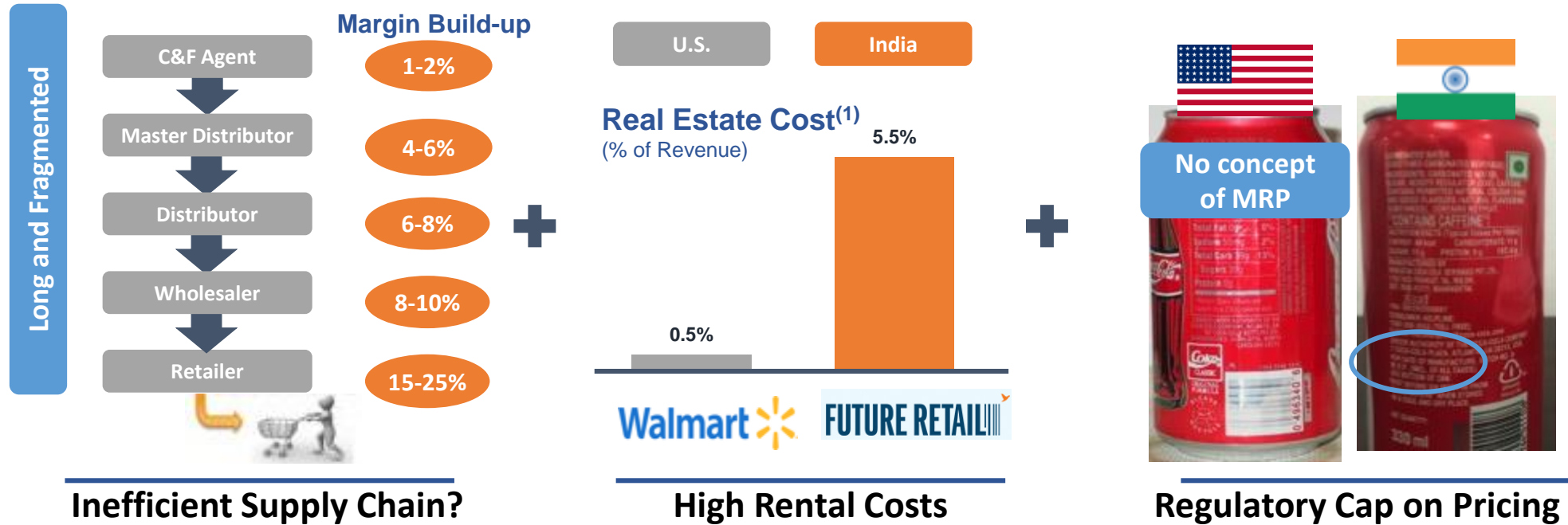


**Unhappy Customer**

Transformational Shopping Experience at the Touch of a Button through



# Organized Retail is Highly Underpenetrated in India



**Dominated by 'Mom & Pop'**



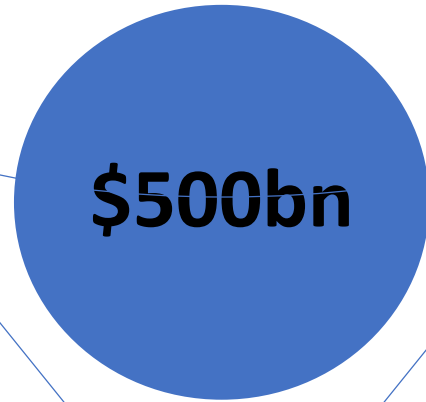
**< 2%**

**Underpenetrated Organized Grocery Retail**

Notes: (1) Based on Walmart 2014 Annual Report, Future Retail FY15 Annual Report

# Grocery Ecommerce Road Map

India Current



Modern  
Trade

**\$10bn**



E-Com

**\$0.8bn**



Bigbasket

**\$400MI**

India 2020E



Modern  
Trade

**\$14bn**



E-Com

**\$2.5bn**



Bigbasket

**\$1 bn**

China Current



Modern  
Trade

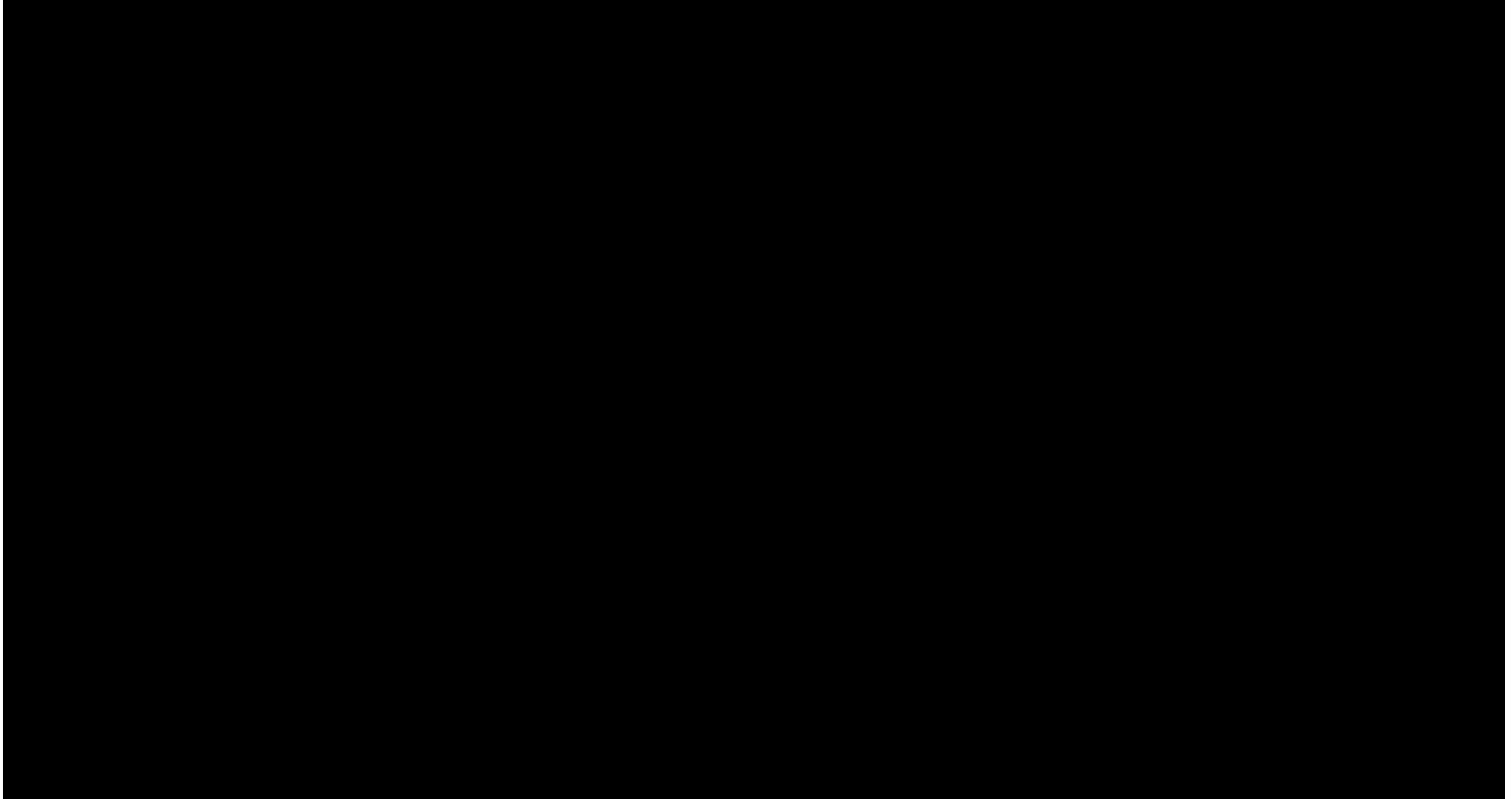
**\$574bn**



E-Com








**\$87 bn**

# An Introduction to bigbasket





# bigbasket Snapshot

India's Largest Online Grocery Store		
 Dec 2011 Launch Month	 25 Cities	16,000 employees; 13,500 employees from lower income groups
 20k+ Products 1,000+ Brands	2.7Mn+ Monthly Orders <sup>(1)</sup>	 ~85% Repeat Orders <sup>(2)</sup> Loyal customer base
 5000+ Farmers linked through 33 Collection centers	 80% Produce directly sourced from the farmers	 18% F&V contribution to total bigbasket turnover.

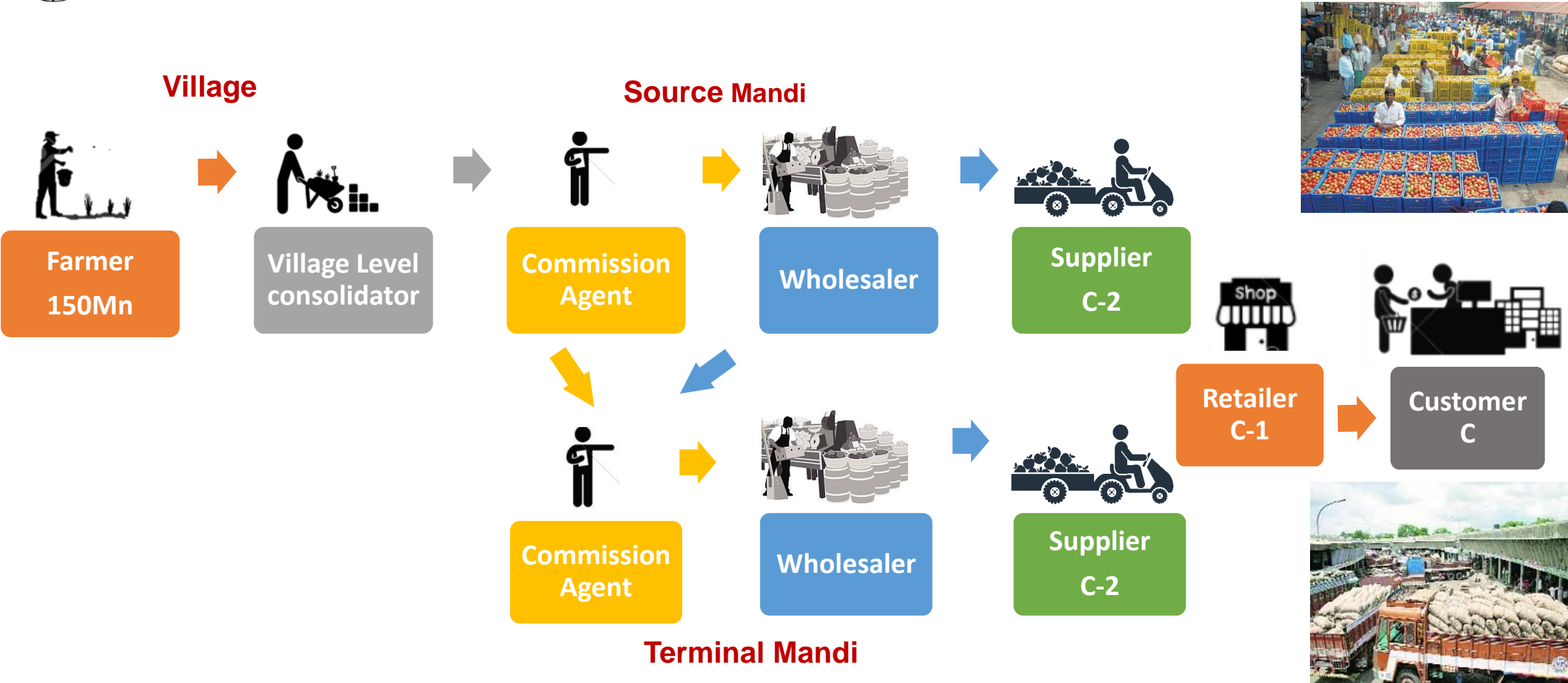


# Traditional Fresh Produce Supply Chain



Harvest to Home time = 36 Hrs+

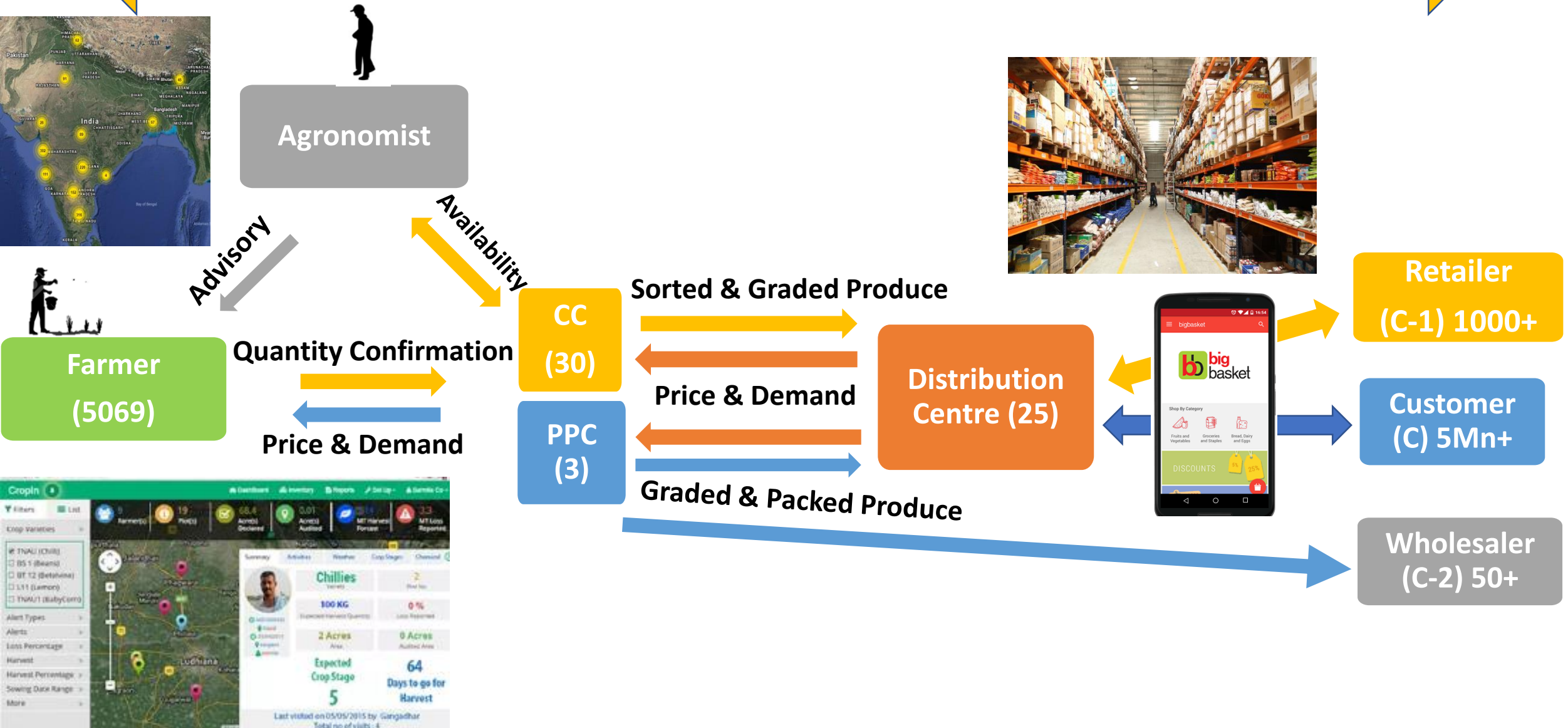
Farmer gets 20-30% of Consumer Price



# Digitizing the Supply chain @ bigbasket

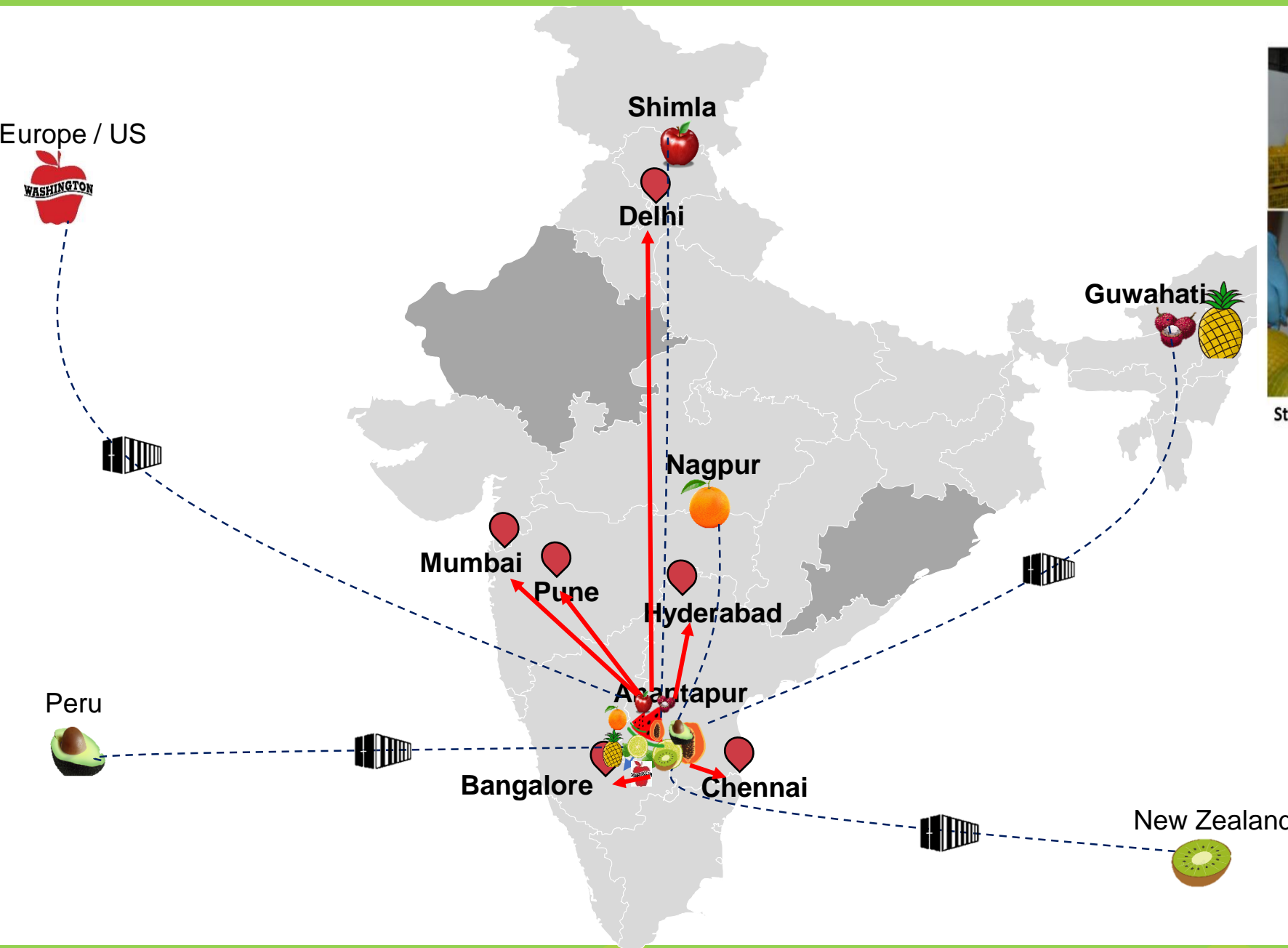
Harvest to Home time = 12-36 Hrs

Farmer gets 50-60 % of Consumer Price





# Aggregation – leading to Disintermediation

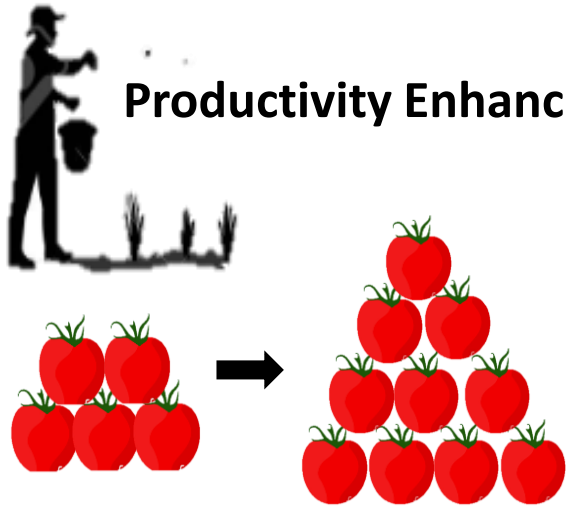


State of the art Anantapur PPC

- Identified sources of Fruits & Vegetables
- Brought centrally at Anantapur
- Sorted, Graded & packed at our Packhouse
- Dispatched to all the cities

# How Digitization is solving traditional Challenges

## Productivity Enhancement



## Resource Optimization



## Matching Demand & Supply

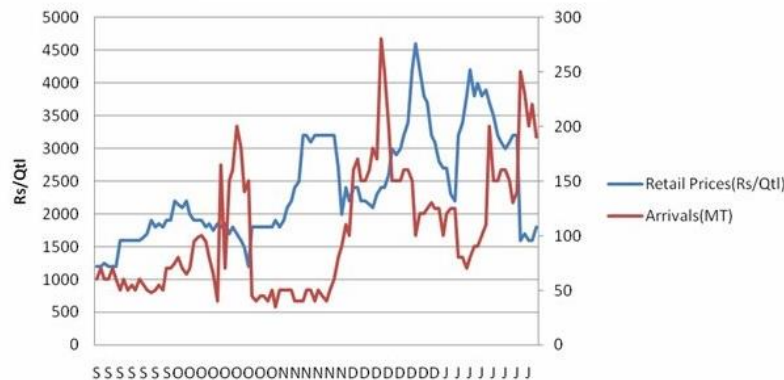


## Price Discovery & Price Transparency

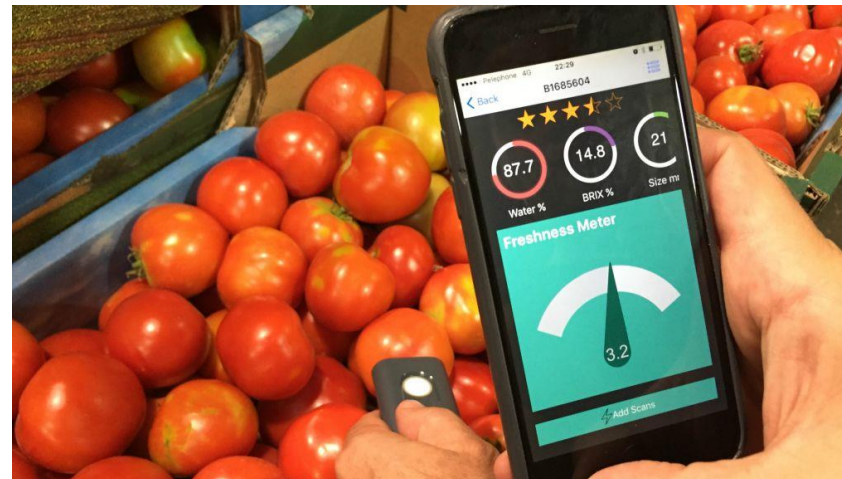
## Quality & Control - Image Processing

## Logistics - Preserve Nutrition

Daily trends in Retail Price and arrival of onion



S-September O-October N-November D-December J-January





Thank You

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