WEBINARS

OPPORTUNITIES IN INDIA: E-COMMERCE AND Q-COMMERCE

Wednesday, Dec 4, 2024 | 10:00 AM - 11:00 AM
Registration: Monday, Sep 2 - Tuesday, Dec 3, 2024
Virtual | United States of America

https://www.wusata.org/e/ISGORMW

EVENT DETAILS

10:00 – 10:15 am: Surging E-commerce/Q-Commerce and Specialty Foods Mr. Mayank Rastogi, Director Category, BLINKIT

BLINKIT, is an Indian Q-commerce service. It was founded in December 2013 and is based out of Delhi NCR. BLINKIT gained popularity by connecting customers with partner stores, manufacturers, and delivery partners. It is also known for guaranteeing delivery of orders within 15–20 minutes. The business model relies on dark stores for rapid delivery and generates revenue from warehousing fees, advertising, and customer charges. This session will focus on the emerging Indian e-commerce and Q-commerce segment. It will also focus on the emergence of Q-commerce in India. It will cover the importance of global food in these digital marketing platforms and focus on the prospects of U.S. food products in this format.

10:15 – 10:30 am: Surging E-commerce/Q-Commerce and Specialty Foods Mr. Saikat Sarkar, AVP & Head - Premium Grocery, Reliance Retail

Reliance Retail is India's largest retailer and a consumer-facing initiative of Reliance Industries Limited. Reliance Retail has over 18,000 stores across India, including neighborhood stores, supermarkets, specialty stores, and online stores. This will provide insights into India's evolving premium grocery & gourmet food segment. It will also focus on the country's burgeoning e-commerce & quick-commerce sector. It will cover the role of premium grocery and gourmet foods in that sector. It will also delve into the importance and prospects of U.S. origin premium and gourmet food products in these sectors.

10:30 – 10:45 am: Surging E-commerce/Q-Commerce and Specialty Foods Mr. Chirag H. Kenia, Founder & CEO, Urban Platter

Urban Platter is an Indian gourmet food brand that sells a variety of specialty & gourmet food products, including canned food, fresh items, instant noodles, salts, and syrups, including private-label brands and third-party brands. Urban Platter also sources ingredients globally and uses artisanal techniques. This will focus on the specialty foods market in India and will follow with updates on globally sourced specialty foods available in the Indian market. It will also cover the significance and prospect of U.S. specialty and gourmet foods in the Indian market.

10:45 – 11:00 am: Q&A