



ShopClues.com – Winning the Mass Market

ShopClues.com was conceptualized in the Silicon Valley in June 2011 as India's first managed marketplace and launched on 26th January 2012. In less than two years, ShopClues has emerged among the five largest E-Commerce companies in India, based on Gross Merchandise Value (GMV).

With more than 40 million monthly visitors, the company has seen over 600% year-on-year growth, making ShopClues the fastest growing ecommerce company in India. ShopClues also has one of the largest and fastest growing merchants base with more than 1 lakh sellers and over 16 million SKUs (largest catalog excluding books). As per Alexa rankings, ShopClues is the 43rd most visited site in India.

ShopClues approach reflects Indian products, shopping and cultural tastes. It is inspired by the fact that India has millions of small merchants with interesting products and Indians love to shop in local "bazaars" (markets). While we cover a broad range of products, prices, categories, brands, and sellers, we specialize in non-standard categories, unbranded products or less-known brands, smaller merchants, and tier 2/tier 3 cities. Unstructured products account for over 75% of our GMV. We are thus a combination discovery and transaction-enabling engine.

In addition to strong traction and very well developed marketplace ecosystem, we also have an unmatched cost advantage and rapidly improving business fundamentals. Amongst all the top players, we believe that we have the lowest customer acquisition cost (CAC) and lowest marketing spend. Further, 85% of our customers prepay for their orders, bringing about huge operating efficiency. Cash on delivery (COD) accounts for fewer than 15% of our sales vs. the national average of 80%.

ShopClues has a very strong management team with combined experience in e-commerce, technology and retail, and is powered by an enthusiastic workforce of nearly 550 professionals.