



ShopClues.com – Winning the Mass Market

[ShopClues.com](https://www.shopclues.com) was conceptualized in the Silicon Valley in June 2011 as India's first managed marketplace and launched on 26th January 2012. In just over six years, ShopClues has emerged among the four largest E-Commerce companies in India.

In January 2016, led by Sanjay Sethi and Radhika Aggarwal, ShopClues entered the prestigious echelons of the Unicorn club with its Series E investment. The company has, since, grown to have over 28 million listed products and 6,00,000+ merchants; aiming to provide the best online shopping experience. ShopClues serves in over 31,500 pin codes across India and has more than 7,000 online brand stores. Around 70% of its merchants as well as customers belong to tier 3, 4 and beyond towns.

The 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 ShopClues covers a broad range of products, prices, categories, brands, and sellers, it specializes 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 its orders. ShopClues, is, thus a combination discovery and transaction-enabling engine.

In addition to strong traction and very well developed marketplace ecosystem, ShopClues also has an unmatched cost advantage and rapidly improving business fundamentals. Amongst all the top players, ShopClues has the lowest customer acquisition cost (CAC) and lowest marketing spend. Further, 80% of its customers prepay for their orders, bringing about huge operating efficiency. Cash on delivery (COD) accounts for fewer than 20% of sales vs. the national average of 80%.

The company follows a rigorous merchant approval process to ensure authenticity, quality and the right price. The merchants typically are successful retailers, brand owners or authorized dealers who have earned credibility and customer loyalty through years of excellence. ShopClues has a unique premium service – the ShopClues Surety Program, to ensure a hassle-free shopping experience for its customers. This service is in addition to the ShopClues Buyer Protection program which ensures an extensive 5-point quality check of the products along with the use of data analytics and secure dispatch to its customers to give them a seamless shopping experience.

ShopClues has a very strong management team with combined experience in e-commerce, technology and retail, and is powered by an enthusiastic workforce of over 1100 professionals.