

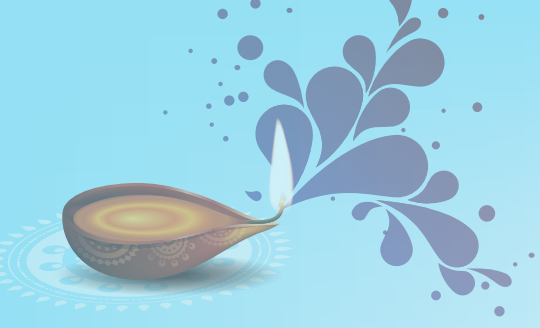


# MARKET INSIGHTS

Diwali - 2013

**ShopClues**  
.com

India's First and Largest Managed Marketplace



## Top 10 Hot-Selling Categories

- Tablets
- Smartphones
- Laptops
- Perfumes
- Auto Accessories
- Cameras
- Mobile Accessories
- LED TVs
- Women's Apparel
- Kitchenware

## Top 10 Emerging Categories

- Health & Fitness
- Toys
- Grooming Items
- Home Audio
- Small Appliances
- Pet Supplies
- Gourmet Foods
- Bags & Wallets
- Home Furnishings
- Skin Care

## Top 10 Popular Brands

- Reebok
- Samsung
- Puma
- Micromax
- Pigeon
- Gillette
- Sony
- Sandisk
- Axe
- Bombay Dyeing

## Top 10 Emerging Brands

- Cenizas
- Yepme
- Strontium
- Byond
- Asus
- John Smith
- Dvine
- Zuska
- Panache
- Cabana

## Top 10 Cities By Traffic

- New Delhi
- Bangalore
- Chennai
- Hyderabad
- Mumbai
- Pune
- Kolkata
- Ahmedabad
- Chandigarh
- Jaipur

## Top 10 Emerging Cities By Traffic

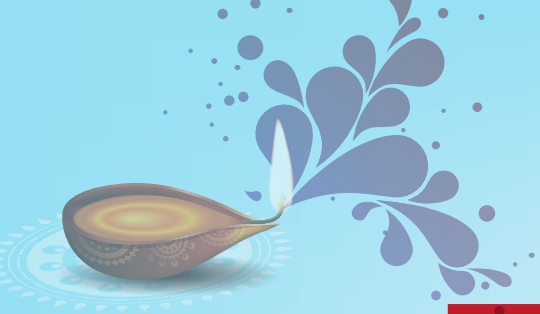
- Jodhpur
- Jamshedpur
- Patna
- Dehradun
- Puducherry
- Vellore
- Thrissur
- Kolhapur
- Mangalore
- Kota

## Top 10 Cities For Mobile Traffic

- New Delhi
- Bangalore
- Pune
- Mumbai
- Chennai
- Ahmedabad
- Hyderabad
- Mohali
- Jaipur
- Kolkata

## Top 10 Emerging Cities For Mobile Traffic

- Mahape
- Jodhpur
- Rajkot
- Thane
- Belgaum
- Bhubaneswar
- Ambala
- Sangrur
- Thiruvananthapuram
- Patiala



## Diwali Trends 2013

- +40,000 peak orders in a day
- Sales peaked in the week preceding Diwali
- Diwali Day, Dhanteras and Navratri days were the busiest
- Tier 2-3 cities bring more than 50% sales
- 2nd tier brands, small & medium merchants' products more popular than top brands & large sellers
- Purchase basket grew bigger with more number of products and higher ticket size
- Higher adoption of prepaid payment options with many opting for EMI schemes
- Increase in women shoppers - male/female ratio up at 65:35
- Tablets and smart phones, appliances, apparel are top-selling categories
- Gourmet food and hampers most popular in Gift Category
- Significant increase in uptake of Diwali products (Diwali lights, decorations, mithai etc)
- ShopClues Gift Certificates did well with corporates gifting to employees

*\*Data as per approx 6 lac transactions in the Diwali Season 2013*

**ShopClues**  
.com

**21.5 k+**  
Merchants

**1,475+**  
Listing Categories

**₹6,400 cr**  
Listed Merchandize Value

**2.80 mil+**  
Products