

Esportare in Digitale



Lo scenario digitale in India e opportunità per le PMI italiane

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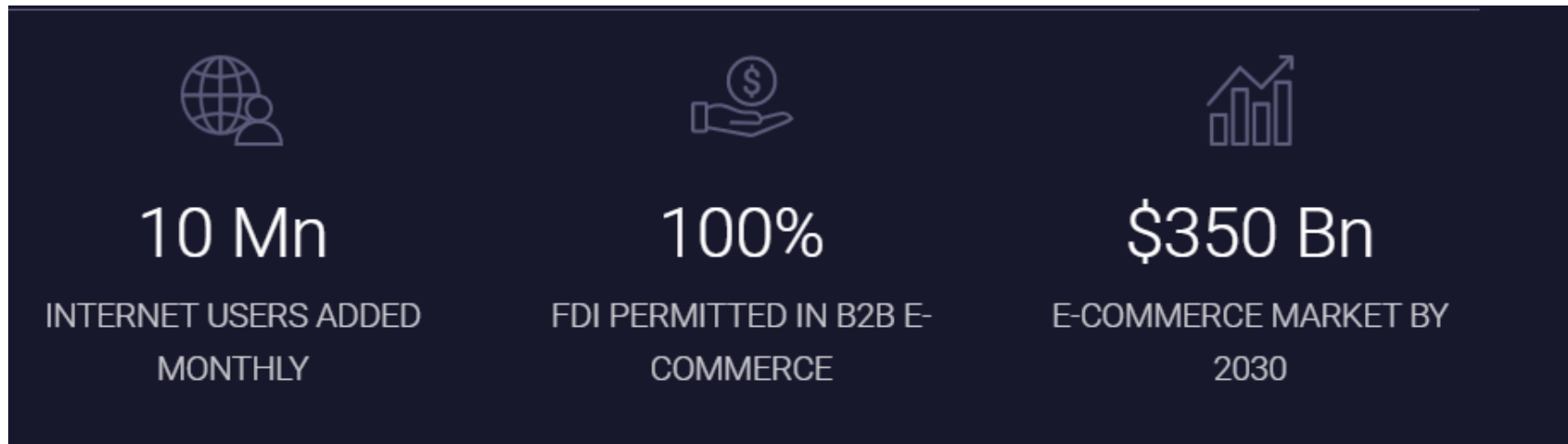
India digitale step by step

1. Lo stato di salute dell'e-commerce indiano
2. La digital economy indiana
3. Segmenti principali e fattori trainanti
4. Tutela del marchio
5. Digital Personal Data Protection Act 2023 e Data Compliance



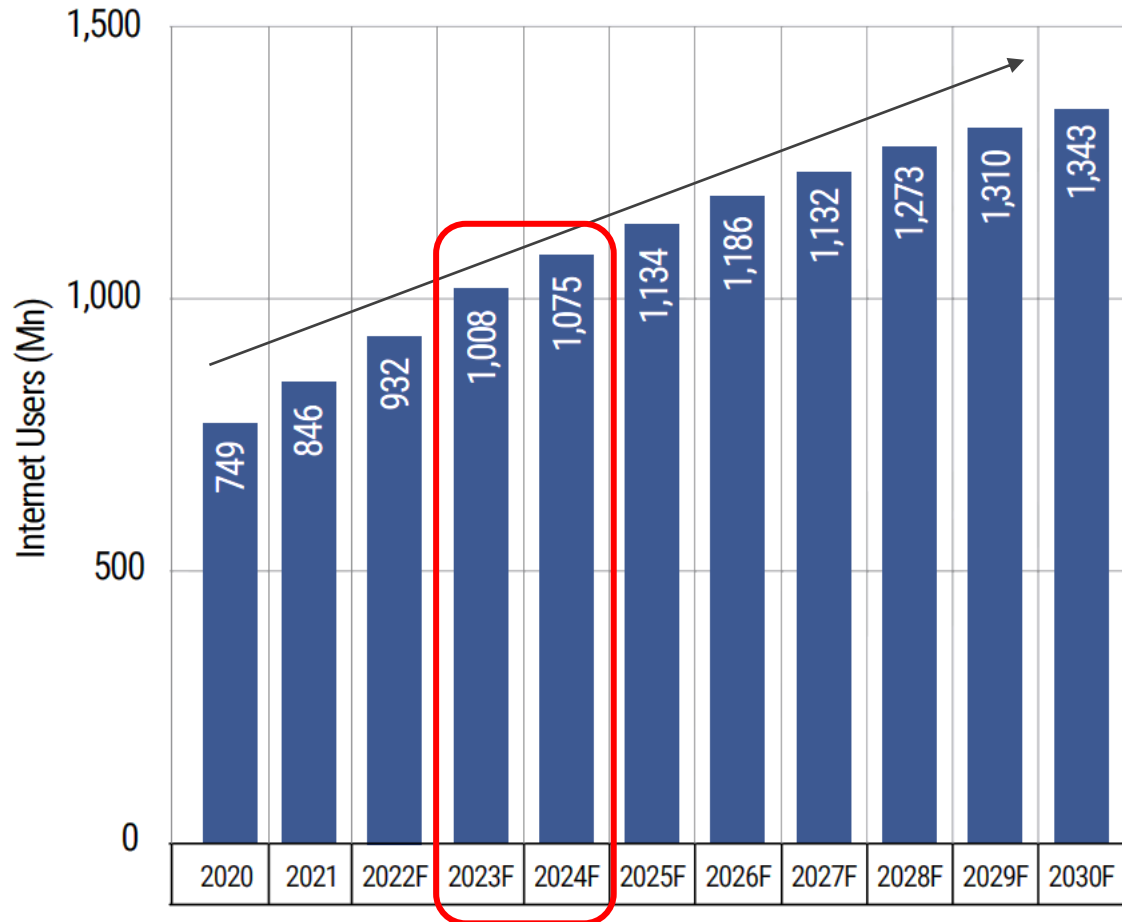
Il commercio elettronico in India: *panoramica e stime*

- ✓ Nel 2021 il mercato indiano dell'e-commerce aveva un valore di oltre 55 miliardi di dollari in termini di valore lordo delle merci (GMV gross merchandise value).
- ✓ Entro il 2030, si prevede un GMV di **oltre 400 miliardi di dollari** (se includiamo B2B e B2C)
- ✓ Si prevede che **entro il 2023** l'India avrà oltre **900 milioni di utenti internet**, più del **65%** della popolazione totale.



**"Il mercato dell'e-commerce
in più rapida crescita al
mondo".**

L'economia digitale indiana: quali fattori chiave contribuiscono?



<p>1.3 Bn+ Internet Users By 2030</p>	<p>61% Internet Penetration In India</p>	<p>44% Increase In Internet Users From 2022 To 2030</p>
<p>\$0.17 Per GB Internet Cost In India</p>	<p>4.7 Hours ↑ Average Hours Spent On Mobile Per Day Per User</p>	<p>600 Mn+ ↑ Smartphone Users</p>
<p>\$3.21 Tn+ Total Value Of UPI Transactions Till Mar 2023</p>	<p>350 Mn+ Number Of Users Transacting Online</p>	<p>373 Mn+ Estimated Rural Internet Users In 2022</p>

Phenomenal rise of online usage has put India well ahead of the world's largest digital economies

Time spent online

Average hours/day spent online per internet user



Social media hours

Average hours/day spent on social networks per internet user



Online video hours

Average hours/day spent watching online videos per online video user¹



Digital payments

Number of real-time² transactions per capita per year



700M³
internet users



470M
social media users



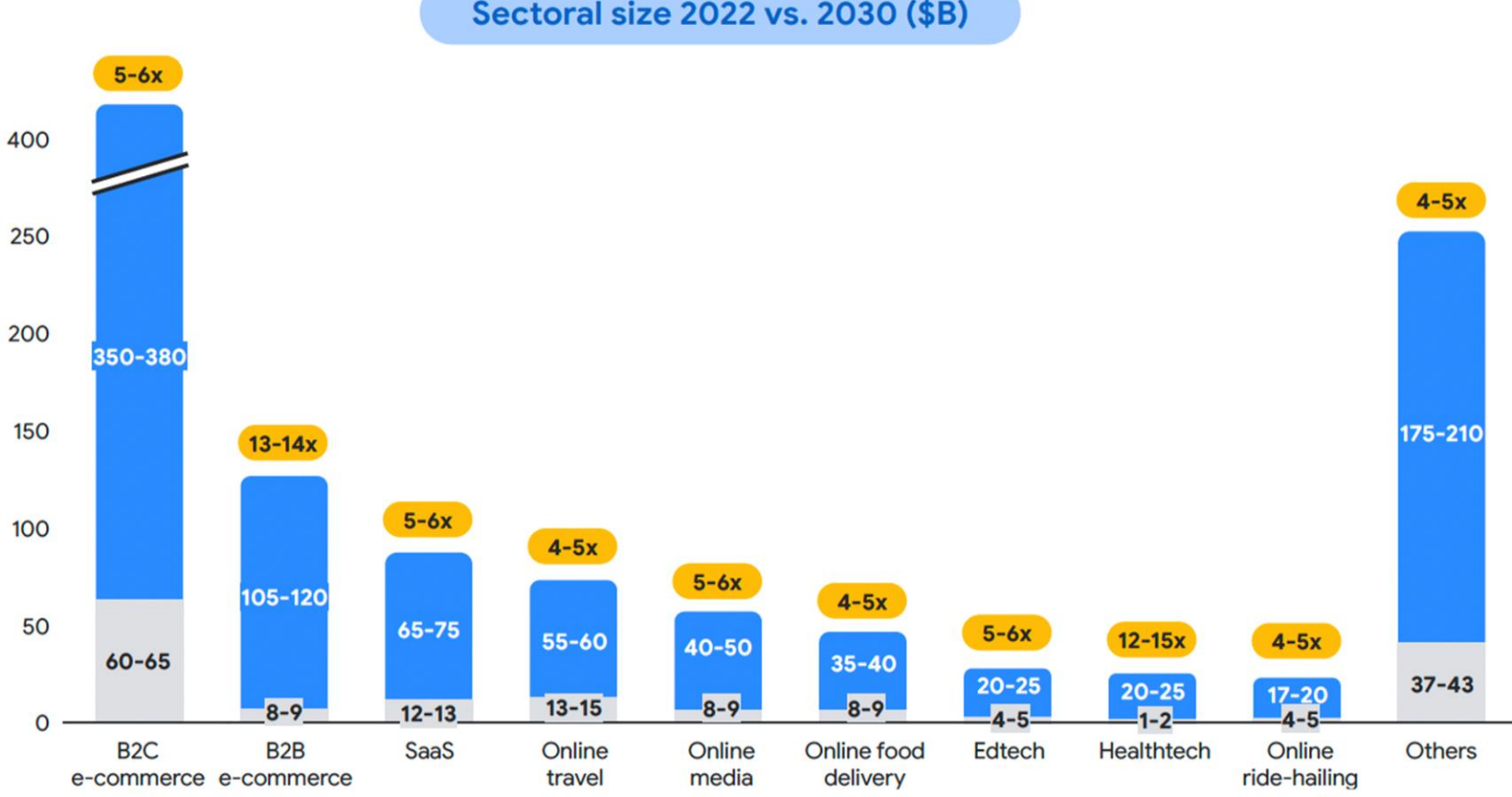
570M
online video streamers



350M
digital payments users

All sectors poised for exceptional growth, with e-commerce taking the lion's share

Sectoral size 2022 vs. 2030 (\$B)



- 2030
- 2022
- Sector growth by 2030

2030 size:
\$900-1,000B

2022 size:
\$155-175B

Scomposizione dei *driver* del commercio elettronico

Drivers of E-Commerce Industry in India



Market size



Internet penetration



Bank account penetration



Smartphone penetration



Payment modernization



Population density



Postal reliability



Conducive policy support



Savings culture

L'ecosistema indiano delle startup del commercio elettronico: segmenti chiave

ESTIMATED MARKET OPPORTUNITY (2030)

28%

Fashion & Apparel

17%

Electronics & Appliances

17%

Food & FMCG

7%

Beauty & Personal Care

VENTURE CAPITAL (2014-Q1 2023)

10K+

Active Ecommerce Startups

750+

Funded Ecommerce Startups

\$33 Bn

Total Funding

1,523

Deal Count

UNICORNS & SOONICORNS

24

Unicorns In India

15

Soonicorns In India

\$87 Bn+

Combined Valuation Of Unicorns

\$4 Bn+

Combined Valuation Of Soonicorns

Marketplaces

- Amazon

- > 323 milioni di visitatori al mese
- Alexa ranking: 5
- App scaricate: > 100 milioni

- Flipkart

- > 230 milioni di visitatori al mese
- App scaricate: > 100 milioni

- Snapdeal (non-food, non-pharma)

- App scaricate: > 50 milioni

- Myntra

- App scaricate: > 50 milioni

- Shopclues

- > 9 milioni di visitatori al mese



Flipkart





MEN WOMEN KIDS HOME & LIVING BEAUTY STUDIO ^{NEW}

Search for products, brands and more



Libas aurelia & More

Indian Wear
Min. 60% Off



MEN WOMEN KIDS HOME & LIVING BEAUTY STUDIO ^{NEW}

Search for products, brands and more



Makeup
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MIN. 40% OFF

Prettiest
Handbags
UP TO 50% OFF

Ethnic Wear
Collections
MIN. 60% OFF

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Wear
UP TO 70% OFF

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Watches
STARTING ₹999

GRAND GLOBAL BRANDS



FLAT ₹300 OFF



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made in INDIA MOBILES & MORE MEN WOMEN HOME & KITCHEN APPLIANCES SPORTS & MORE ESSENTIALS OFFERS GLOBAL SHOPPING

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TRENDING PRODUCTS

- Bhawna Collection Loard Shiv
- Veirdo - Green Cotton Regular
- Stay Healthy - Foot Protector
- Bentag Exerciser Single Spring
- Bentag kitchenware Vegetab

TOP CATEGORIES

- Men's Fashion
- Women's Fashion
- Home & Kitchen
- Toys, Kids' Fashion & m...
- Beauty, Health & Daily ...

MORE CATEGORIES

- Automotives
- Mobile & Accessories
- Electronics
- Sports, Fitness & Outdoor
- Computers & Gaming
- Books, Media & Music
- Hobbies

TRENDING SEARCHES

- Kitchen Product
- Shoes For Men
- Kurti Set
- Sandal Men
- Sport Shoe Men

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Enter pincode

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23rd - 25th September
Under ₹4,999
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Free Delivery on first order

Up to 75% off | Headphones

Up to 75% off | boAt
Up to 75% off | BOULT
Up to 75% off | NOISE
Up to 75% off | ZEBRONICS

See all offers

Great Indian Festival soon

See all offers

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Grocery Mobiles Fashion Electronics Home & Furniture Appliances Travel Beauty, Toys & More Two Wheelers

Women's Indian Wear Mela!
Up to 80% Off
Libas, Indo Era, Soch...
Big Brands, Bigger Offers

Best of Electronics

SanDisk Ultra 256 GB microSDXC A1
Nikon
Shaver
Keyboard
23.8" 100Hz VESA TV
AirAsia

Liked the new design? Like Comment

Principali prodotti italiani venduti online in India

- **Italian Speciality Food Products**
 - (Olives, Olive oil, Jams and Spreads, Coffee, Confectionary, etc.)
- **Fashion**
 - (Clothing, Footwear, Accessories, Watches, Handbags, Eyewear)
- **Beauty**
 - (Personal Care, Hair Care, Makeup, Bath and Spa, Perfumes)
- **Home and Furniture**
 - (Furniture, Home Décor, Kitchen and Serve Ware)



Tutela del marchio





Tutela della proprietà intellettuale



Cosa posso registrare?



Principio d'uso



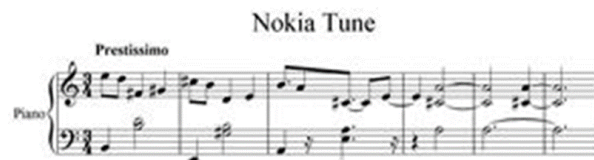
Come iniziare



Quanto tempo ci vuole

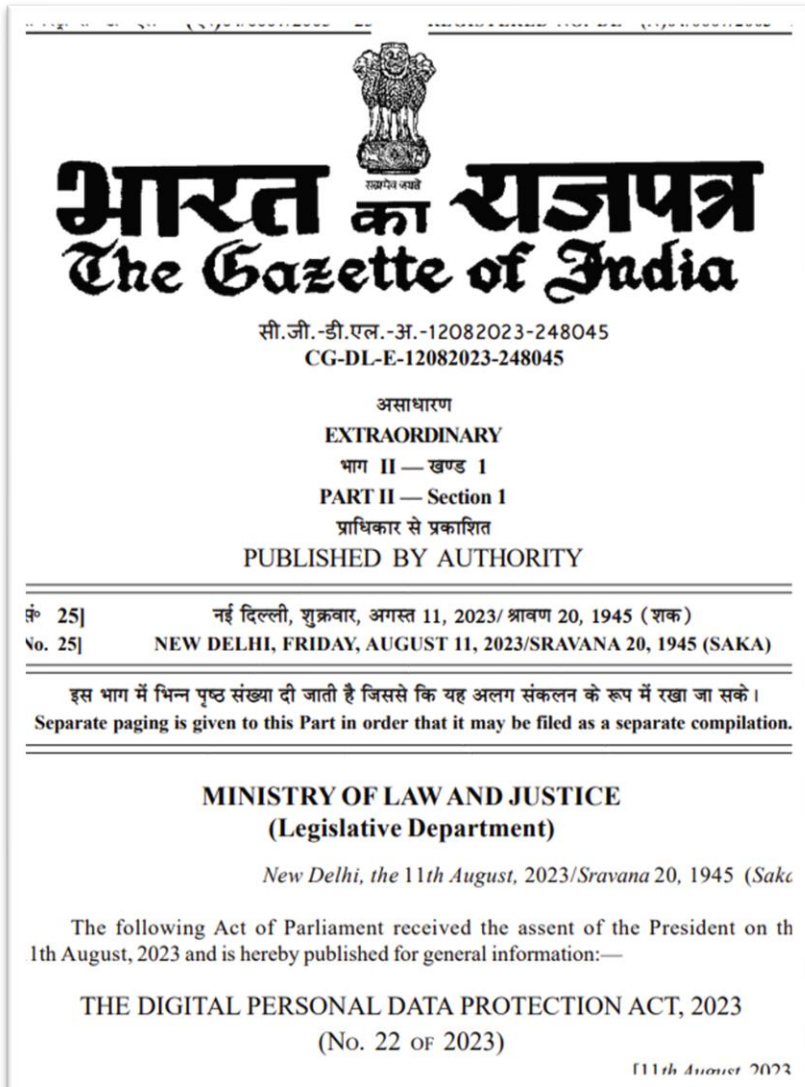


E se non inizio adesso?



Legge sulla protezione dati personali

Digital Personal Data Protection Act 2023



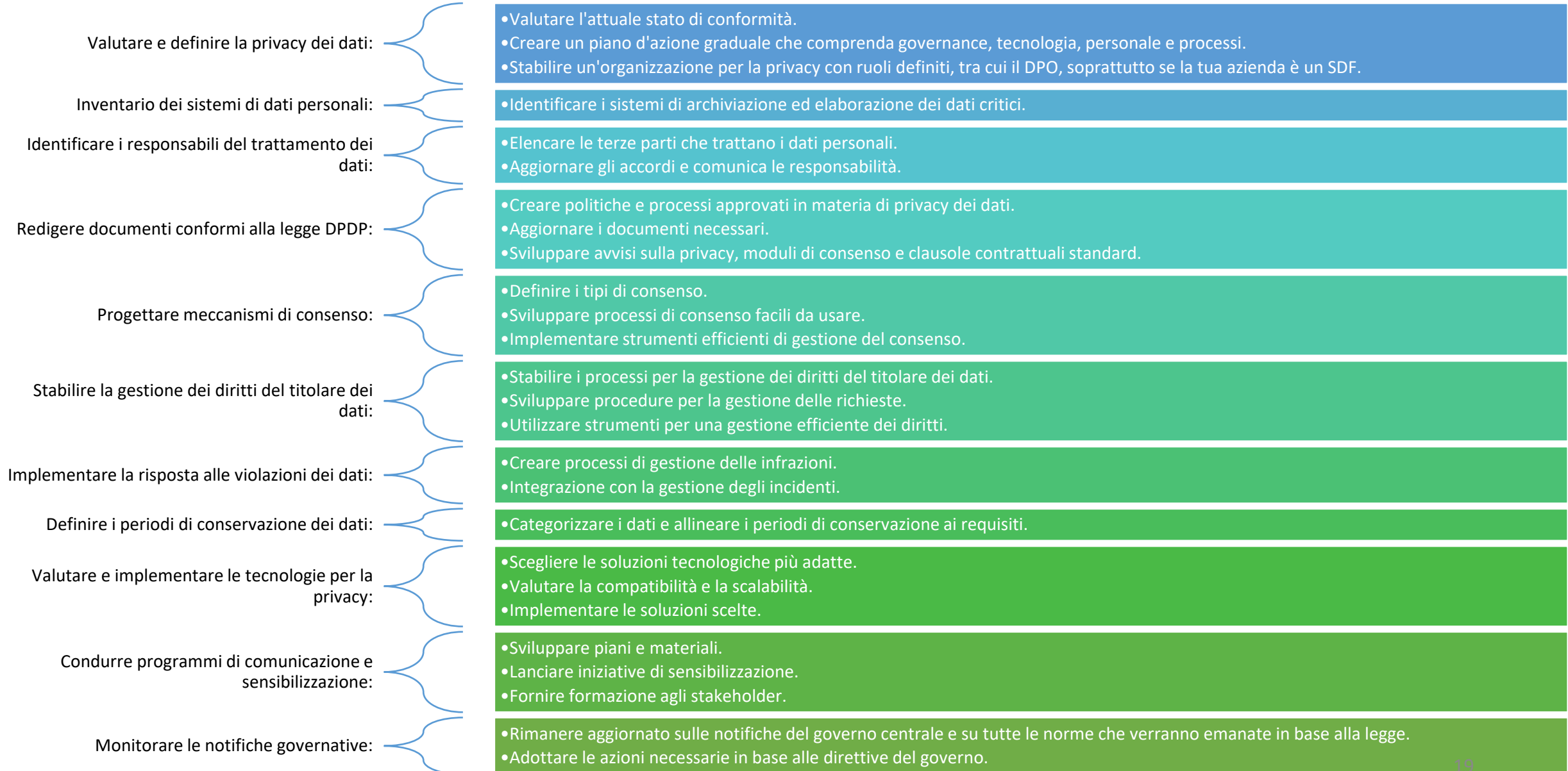
- Prima Bozza 2019
- Imita la GDPR
- Si applica a tutti i gestori di dati in India e oltre confine quando sono offerti b/s in India
- Board di risoluzione delle controversie
- Regime sanzionatorio

Le aziende straniere devono prepararsi?

<https://www.meity.gov.in/writereaddata/files/Digital%20Personal%20Data%20Protection%20Act%202023.pdf>

<https://www.india-briefing.com/news/indias-digital-personal-data-protection-act-2023-key-provisions-29021.html/>

Prepararsi alla compliance con la legge indiana sul DPDP



Contatti

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Nome Cognome

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