



Infibeam  
on the Web

# THE RIGHT CLICK!



INFIBEAM INCORPORATION LIMITED  
ANNUAL REPORT 2016-17





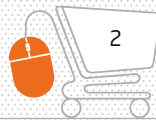


# How do I read this document?

The diagram below maps the communication objective and structural flow of this report. Every section demonstrates unique information with a focus on our strategic direction, and a review of the businesses underpinning our strategy. We have ensured minimum repetition of facts to respect the reader's time.







# Infibeam has a strong business model in e-commerce that is Profitable

We have a unique model that strongly differentiates us from other business models that are loosing money



We have developed our niche web-services on a cloud-based infrastructure to cater to both B2B and B2C needs.

We have built e-commerce solutions for every merchant who aspires to set up online storefronts for customers.

We have developed and implemented online service framework for small and large corporate across India and abroad.

We have built a robust business model generating revenues with profitable earnings.



Our strategies  
clicked!

We made profits and  
created value for our  
shareholders.



US\$1  
billion+

Market Capitalisation  
(in US\$) as on  
July 31, 2017

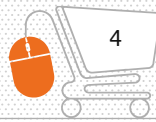


₹ 7,500  
Crore+

Market Capitalisation  
(in INR) as on  
July 31, 2017







# Get the right understanding

Before proceeding ahead, it is essential for the readers to get accustomed with certain terminologies related to the e-commerce industry.

**E-Tail:** An online webstore for sale of goods and services; abbreviated as electronic retail

**E-Commerce:** Any transaction related to selling of goods or services that happens online via website or mobile app; abbreviated as electronic-commerce

**Marketplace:** An e-commerce platform that enables merchants to list their goods and services offered by them for generating demand and sale

**Merchant:** A person or an individual who wants to sell his/her product and services either through physical store or by setting up own e-tail store/storefront or by registering in a marketplace

**Pure marketplace:** An online marketplace where merchants can only list their products as well as manage the logistics and delivery solutions.

**Managed marketplace:** An e-commerce marketplace offering end-to-end support to merchants including logistic & fulfilment, digital marketing integration, warehousing and other value-added services.

**Software as a service (SaaS):** A software distribution model in which a third-party provider hosts application and makes them available to customers over the Internet

**Storefront:** Website that offers goods and/or services for sale, and which the customers or 'window shoppers' can visit at any time and from anywhere

**User-interface:** Merchants online storefront where product and services are showcased for customers to browse and select





**Cloud-based server:** A cloud server is a logical server that is built, hosted and delivered through a cloud computing platform over the Internet

**Security:** E-commerce security is the protection of e-commerce assets from unauthorised access, use, alteration, or destruction

**Payment gateway:** A merchant service provided by an e-commerce platform that authorises credit card or direct payments processing for e-businesses

**Fulfilment service:** The process of receiving, packaging and shipping orders for goods through online platform

**Logistics:** The activity of transporting goods from one destination to other

**Set-up fee:** An initial fee that is charged by merchants to set up online storefront

**Customisation:** Developing/modifying a webstore according to individual or merchant's specifications or preference

**Subscription-based services:** Monthly/Quarterly/Yearly payment for services provided

**Drop ship:** A fulfilment model that allows you to buy products individually from a wholesaler and ship them directly to your customer; instead of purchasing a large amount of inventory, you simply partner with a drop shipping supplier and list their merchandise for sale

**Aggregators:** A website or program that collects related items of content and displays them or links to them

**Own inventory:** Purchase of good/products and stores/stacked for further commercial activity Outright purchase Outright purchase is the transaction whereby the products are entirely purchased from the vendor at once with complete rights against payment of full consideration and without any reservations or qualification

**Inventory-led model:** Outright purchases stock from the vendor and sells it directly to the consumer

**Consignment/SOR Consignment:** The act of giving goods/products over to another person or agent's charge, custody but retaining legal ownership until the material or goods are sold; SOR is abbreviated as Sale or Return (SOR); it is referred to the sold goods returned to supplier if not accepted by the buyer

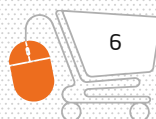
**Merchandise:** Refers to range of products available for sale on the online platform

**Horizontal merchandise:** Width of the merchandise categories spread across multiple categories

**Vertical merchandise:** Depth and variety in the merchandise collection with exhaustive range under each product categories







# An e-commerce company with differentiated Business Model







Our business mix positions us, apart from a destination to shop online, to provide solutions where every retailer or a service provider or a merchant, can build their own online presence and reach consumers beyond a limited geography.

We have developed our marketplace business (infibeam.com) and distributed marketplace business (BuildaBazaar) on a software-as-a-service (SaaS) model, supported by numerous Value Added Service (VAS) offerings for an end-to-end e-commerce technology infrastructure management.

This has created a profitable mix of product and service-based revenues.





# Product-based revenues

## Marketplace infibeam

We own and operate infibeam.com, an online marketplace, selling fast moving products across multiple categories like mobiles, tablets, computers & accessories, electronics & cameras, housing and kitchen essentials among others.



# Service-based revenues

## Distributed Marketplace BuildaBazaar

We own and operate **buildabazaar.com** (BaB), a cloud-based enterprise platform, that provides small, medium and large merchants a ready-to-use e-commerce platform at cost-effective monthly subscription to help them create online stores under their own brand names.

