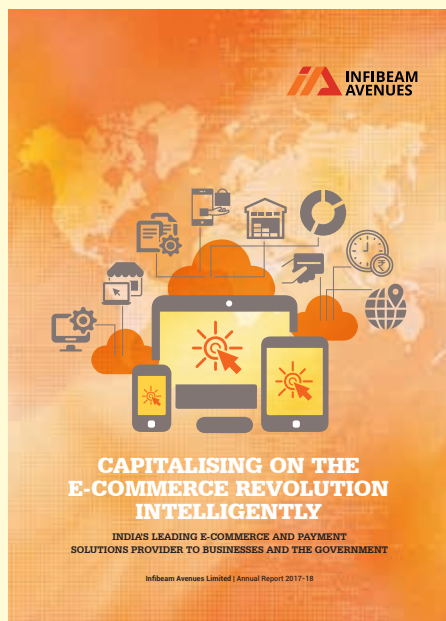




# **CAPITALISING ON THE E-COMMERCE REVOLUTION INTELLIGENTLY**

**INDIA'S LEADING E-COMMERCE AND PAYMENT  
SOLUTIONS PROVIDER TO BUSINESSES AND THE GOVERNMENT**



### What does the cover signify?

Infibeam Avenues Limited has been at the forefront of driving the integrated web services ecosystem. The Company has intelligently capitalised on the E-Commerce revolution and has successfully emerged as India's leading e-commerce and payment solutions provider to businesses of all sizes including the Government of India. The Company is expanding its footprint outside India to other international geographies.

The graphics on the cover page depict the industry-specific icons of the services provided by the Company right from - online storefront to payment gateway, domain name to logistics support and other value-added services. A world map in the background depicts Company's global presence. Orange-coloured clouds formation is depicted at the centre of all the icons, reflecting Company's cloud-based integrated solutions.

For online version of this annual report, visit:

<https://www.ia.ooo/financial-results/fy-2017-18>

Or simply scan:



## Investor information

Market capitalisation as on July 31, 2018:

**₹ 12,000 Crores** vs. **₹ 7,500 Crores**  
on July 31, 2017

BSE Code: **539807**

NSE Symbol: **INFIBEAM**

Bloomberg Code: **INFIBEAM:IN**

Dividend for 2017-18:

**20% on face value of ₹ 1 each**

AGM Date: **September 29, 2018 (10:30 a.m. IST)**

AGM Venue: **23rd Floor, GIFT TWO Building,  
Block No. 56, Road - 5C, Zone - 5,  
GIFT CITY, Gandhinagar - 382 355**



# Corporate Governance Management Declaration

The Board of Directors and the Management has reviewed the Annual Report and our statutory auditor, has verified the information provided during their audits and have provided assurance on the financial statements. The Auditor's Report is enclosed in the Annual Report.



**Ajit Mehta**  
Chairman



**Vishal Mehta**  
Managing Director



**Vishwas Patel**  
Director

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## Cautionary Statement:

This document contains statements about expected future events and financial and operating results of Infibeam Avenues Limited, which are forward-looking. By their nature, forward looking statements require the Company to make assumptions and are subject to inherent risks and uncertainties. There is significant risk that the assumptions, predictions and other forward-looking statements may not prove to be accurate. Readers are cautioned not to place undue reliance on forward-looking statements as a number of factors could cause assumptions, actual future results and events to differ materially from those expressed in the forward-looking statements. Accordingly, this document is subject to the disclaimer and qualified in its entirety by the assumptions, qualifications and risk factors referred to in the management's discussion and analysis of this annual report.

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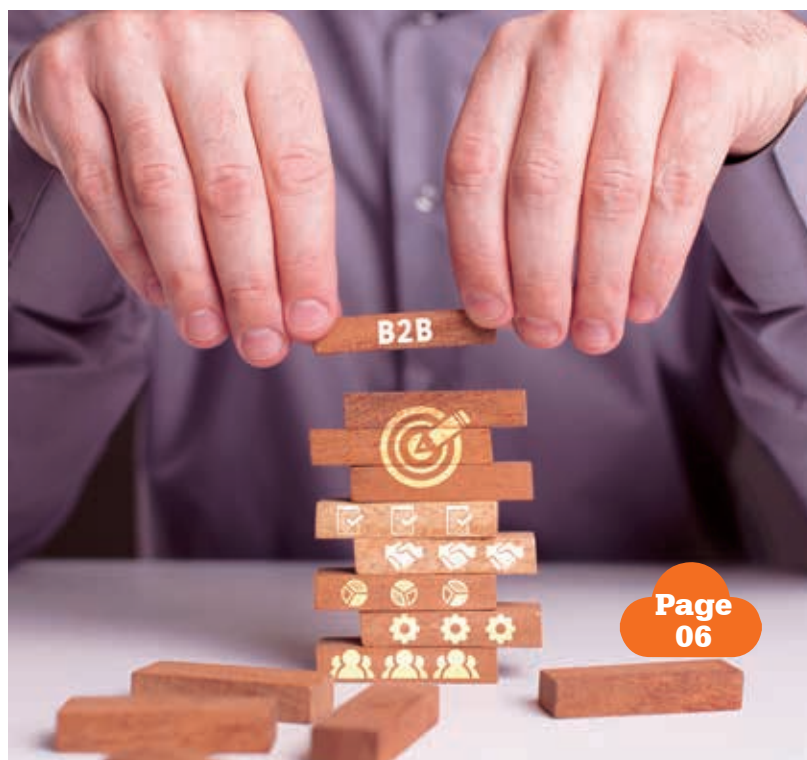
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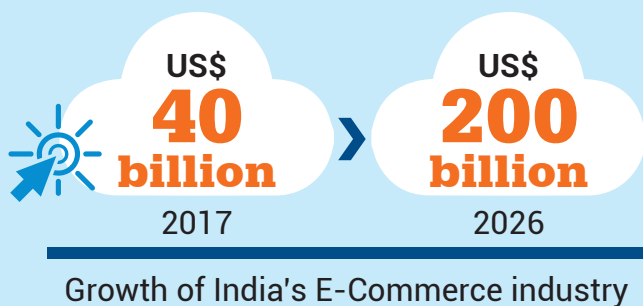
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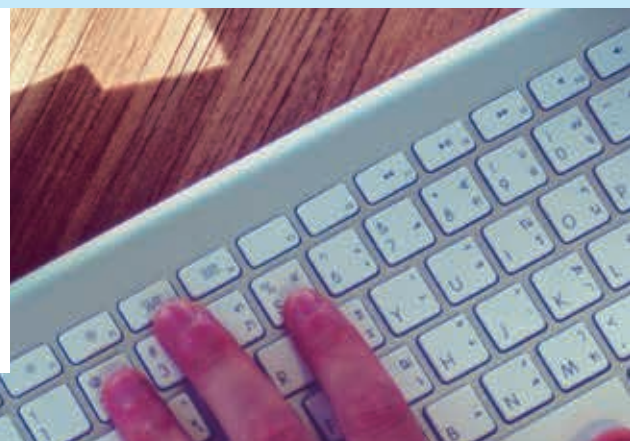


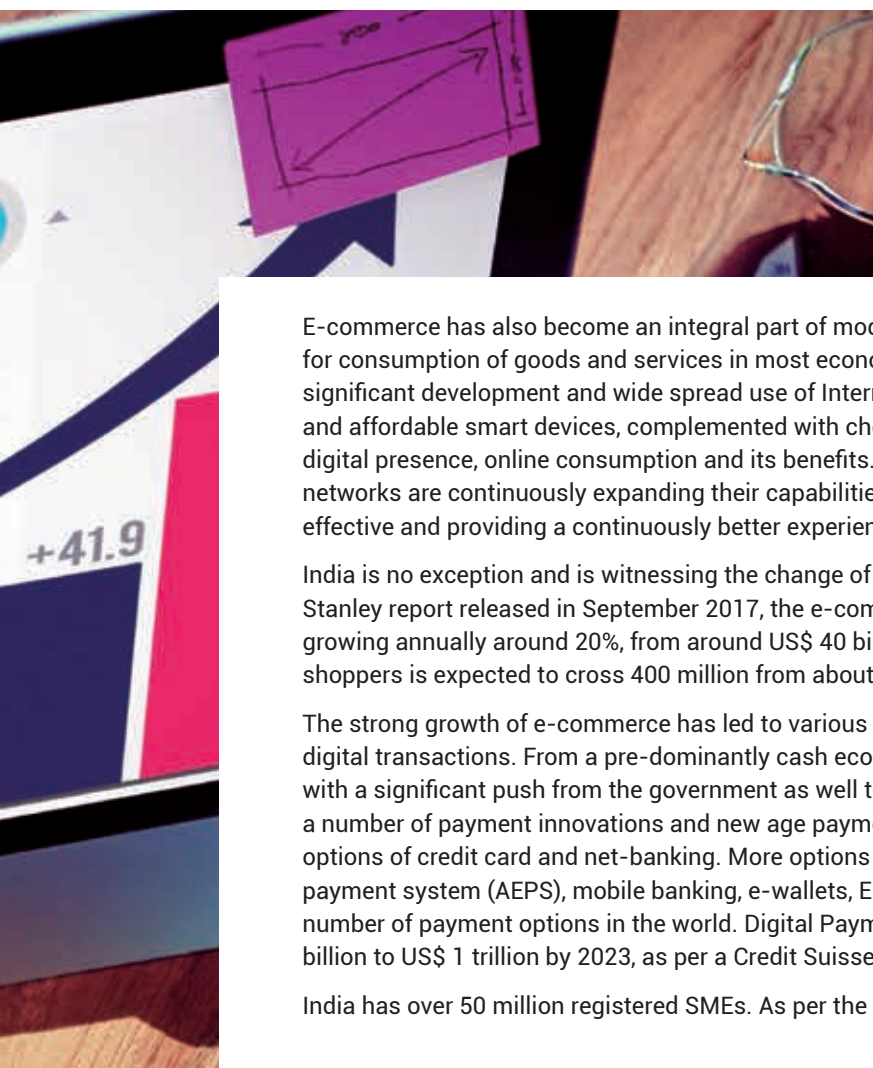
## Section 1 Industry Review

**Technology is rapidly revolutionising the world. It has disrupted the traditional ways of doing things and has opened up a plethora of opportunities.**



From simply being an information platform, the Internet has transformed into an interactive platform and a transaction platform. The endless possibilities created by the Internet have led to numerous inventions ranging from emails, blogs, videos to remote drone operations, driverless cars, robotics, artificial intelligence, blockchain and machine learning. This has also led to the rise and transition of the consumption of goods and services from the more traditional offline mode to online channels (e-commerce) through use of smart devices that offer superior experiences.





E-commerce has also become an integral part of modern lifestyle and is the fastest-growing medium for consumption of goods and services in most economies globally. Some of the contributing factors are significant development and wide spread use of Internet technologies, superior network speeds, feature-rich and affordable smart devices, complemented with cheaper Internet data plans, and increasing awareness of digital presence, online consumption and its benefits. In addition, E-Commerce logistics infrastructure and networks are continuously expanding their capabilities, footprint and speed, becoming more efficient, cost-effective and providing a continuously better experience.

India is no exception and is witnessing the change of growing adoption of e-commerce. As per Morgan Stanley report released in September 2017, the e-commerce industry is projected to reach US\$200 in 2026, growing annually around 20%, from around US\$ 40 billion in 2017. For the same period, the number of online shoppers is expected to cross 400 million from about 50-60 million currently.

The strong growth of e-commerce has led to various inventions in the way payments are being made for digital transactions. From a pre-dominantly cash economy, India is swiftly moving towards digital payments with a significant push from the government as well to create India as a less-cash economy. There has been a number of payment innovations and new age payment options emerging in India apart from the traditional options of credit card and net-banking. More options like ATM Debit Cards, Rupay Cards, Aadhaar enabled payment system (AEPS), mobile banking, e-wallets, EMIs and UPI makes India a unique country with highest number of payment options in the world. Digital Payments in India is expected to grow from under US\$ 200 billion to US\$ 1 trillion by 2023, as per a Credit Suisse report released in February 2018.

India has over 50 million registered SMEs. As per the KPMG Google report on 'Impact of Internet and

digitisation of SMBs in India', just 32% of SMEs in India were digitally connected in 2017 and 17% used Internet for business purposes. On the other hand, 54% of small businesses in USA used e-mail for business in 2017 and 51% had their own website (Report by Blue Corona). In China, 89% of all enterprises were connected to Internet by 2015 (Report by iResearch).

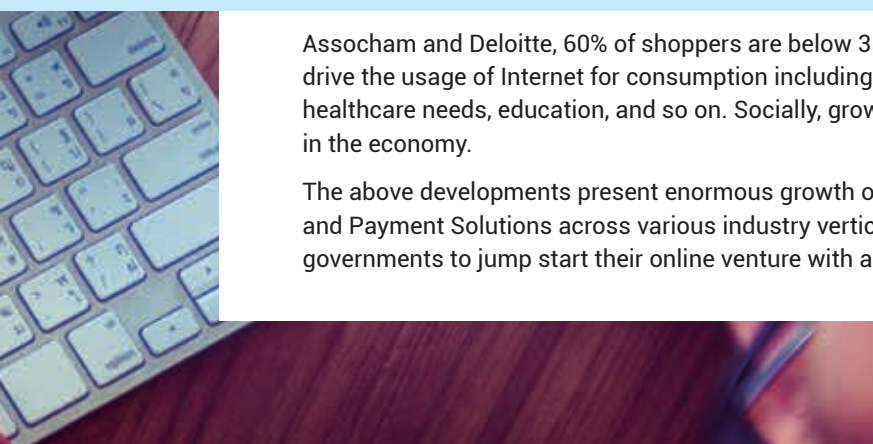
Furthermore, India will be the world's youngest country by 2020 with 64% of the population in the working age group. Also, the demographics of India is very favourable with median age of less than 30 years. As per a joint study conducted by



Growth in digital payments

Assocham and Deloitte, 60% of shoppers are below 35 years of age. This will be the biggest advantage to drive the usage of Internet for consumption including entertainment, online shopping, financial transactions, healthcare needs, education, and so on. Socially, growth in e-commerce also leads to increased employment in the economy.

The above developments present enormous growth opportunities for the Company to offer its E-Commerce and Payment Solutions across various industry verticals to empower MSMEs, large enterprises and even governments to jump start their online venture with all the support and tools required to sell online.





Section 2  
**Business Review**

**Innovative. Differentiated.  
Strategic. Scalable. Profitable.**

These five words script our success story.

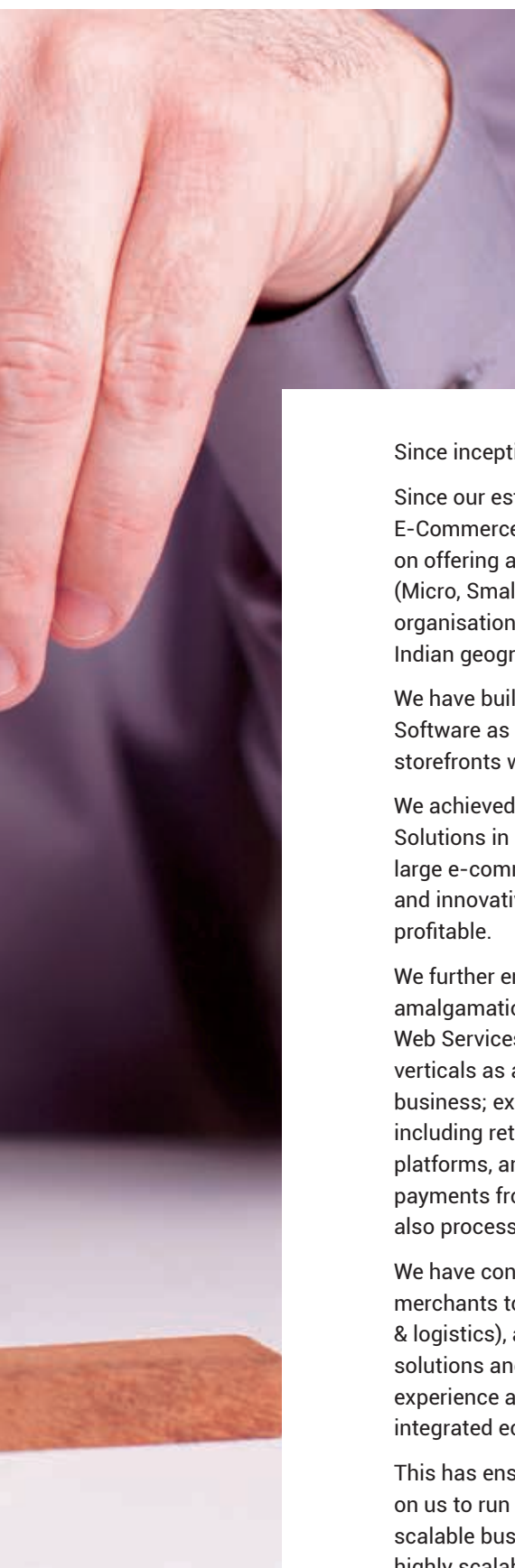


**4,00,000+**  
Merchants globally





|                 |          |  |          |                    |          |                  |          |                     |          |                   |          |                      |          |
|-----------------|----------|--|----------|--------------------|----------|------------------|----------|---------------------|----------|-------------------|----------|----------------------|----------|
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|                 |          | INNOVATIVE.<br>DIFFERENTIATED. STRATEGIC.<br>SCALABLE. PROFITABLE. |          |                    |          |                  |          |                     |          |                   |          |                      |          |



Since inception, we have consistently innovated and grown exponentially every year.

Since our establishment spanning over a decade, our journey has evolved from being a B2C E-Commerce marketplace player to a mature B2B Technology Services Company, focused on offering a full-suite of cloud-based E-Commerce and Payment Solutions to MSMEs (Micro, Small and Medium Enterprises), large enterprises and recently-included government organisations as well. The Company has also successfully scaled the business beyond the Indian geographies.

We have built a differentiated business model, that allows us to provide entire offerings on a Software as a Service (SaaS) framework to any merchant or brand who wants to set up online storefronts with rich retail functionalities.

We achieved great success with our focus on Web Services. We started offering E-Commerce Solutions in 2011 and significantly scaled this business in India to take the advantage of the large e-commerce potential in the country. In five years of our operations, due to right strategies and innovative solutions targeted at the right audience with the right price, in 2016, we turned profitable.

We further enhanced our E-Commerce Solutions by integrating Payment Solutions (through amalgamation of a leading Payment Solutions provider in India) to enhance the value of our Web Services offered to merchants. The Payment Solutions is also offered across industry verticals as a modular solution to facilitate online payments for merchants for their E-Commerce business; example the Payment Solutions offered to merchants in various industry verticals including retail, hotel, online travel agents, telecom companies, airline industry, ticketing platforms, among many others. The Payment Solutions allow these companies to accept online payments from customers in 240+ ways, among the highest in India. The Payment Solutions can also process payments in 27 currencies.

We have consistently added valuable pieces to build an end-to-end offering that allows merchants to set up an online store, manage the back-end (i.e. orders, inventory, warehouse & logistics), assist in marketing and accept payments. We also added customer engagement solutions and several digital value-added services along the way to enhance merchant experience and improve customer loyalty. And, in doing so, we have created a robust and integrated eco-system of cloud-based webservices.

This has ensured a smooth and hassle-free experience for our merchants and brands that rely on us to run their online businesses on our platform. Besides, we have also ventured into highly scalable businesses and have swiftly transitioned from a subscription-based platform to a highly scalable and profitable transaction-based framework.

## About Infibeam Avenues Limited

Infibeam Avenues Limited (also referred as 'IA' or 'the Company' across the report) is India's leading E-Commerce and Payment Solutions provider to businesses of all sizes and the government. It is the only profitable and publicly-listed E-Commerce company in India. Its two main offerings are: E-Commerce Solutions via the brand BuildaBazaar, an end-to-end SaaS (software as a service) solution that allows merchants to set up an online store, manage the back-end (orders, inventory, logistics), marketing, integrate with marketplaces and accept payments; and Payment Solutions via the brand CCAvenue, which is one of India's most trusted online payment gateways, providing Payment Solutions to an estimated over 70% of India's e-merchants. The Company has over 400,000 merchants using its Web Services offering, including reputed brands such as Amul, Adani Wilmar, Nilkamal @Home,

Saudi Telecom, Jumbo Electronics, Spykar, Panasonic, Blackberry, EsselWorld, Idea Cellular, Emaar, Government of India, Taj Hotels, Oberoi Hotels, ITC Hotels, Hilton, MakeMyTrip, ClearTrip, Shopclues, Myntra, McDonalds, Starbucks, Airtel, DishTV, Go Daddy, BookMyShow, Vistara, Indigo, Vivo, GAIL gas, among many others. Infibeam Avenues also owns and operates a multi-category product E-Commerce website Infibeam.com, which is strategic to its E-Commerce Solutions offering.

Infibeam Avenues was co-founded by MIT graduate and former Amazon U.S. executive Vishal Mehta and Chairman of Payments Council of India (PCI) Vishwas Patel. The Company has over 1,000 employees, is headquartered in GIFT City at Gandhinagar, India and has offices in Mumbai, Delhi, Bangalore and Dubai, UAE, where its international operations are based. For more information, please go to [www.ia.ooo](http://www.ia.ooo) and [www.ccavenue.ooo](http://www.ccavenue.ooo).



Company's SaaS offerings are reported under two business segments:

### 1. Web Services:

- i. **E-Commerce Solutions:** A SaaS-based end-to-end platform, BuildaBazaar, that allows merchants to set up and manage an online store, including managing the back-end (i.e. orders, inventory, logistics), assist in marketing and accept payments.

