

22<sup>nd</sup> august 2015

## Training Session on Marketing



The marketing training session was organized in the college on 22<sup>nd</sup> Aug, 2015.

The session was of 3 hours which was addressed by Mr. Baljit Singh, Head- Key Account(North&WestIndia), **PayU**.

Following practical insights were covered in the session-

- Start-up Boom in India.
- Evolution of Online Industry.
- Start-up Jargons like Seed Capital, Angel Investor, Bootstrapped, Incubators, Series of funding.
- Most Valued start-ups of India like Flipkart, Snapdeal, Olacabs, Inmobi, Paytm, Quikr, Zomato, Jabong, Bookmyshow
- The Entry level jobs available for an MBA- Marketing fresher.
- Certain professional courses available for the students along with MBA.
- Insights on Industrial Relations and its importance.
- Tips to be followed while preparing for a job interview.
- Industry demands & skill-set as a Marketing professional.

### Types of E-business in India

- Classifieds
- Travel, Tourism & E-ticket booking
- E-commerce & shopping
- Online payment & digital wallet business



## **Future Of E-Business In The Indian Market**

Mobile wallet might be a new concept in India, but it has surpassed credit cards in terms of the number of users. Take, for instance, Noida-based Paytm, which has 20 million active users. The number is higher than the cumulative number of credit cards in India. There are 10-12 companies operating in the mobile wallet space in the country.

India is experiencing tremendous growth in the use of Internet as well as mobile. As per various estimates, there are a just under a billion cell phone connections in India and the country adds around 6 million new cell phones every month in usage. Although the number of Internet users is still low in comparison - around 200 million users, the conversion of cell phone users to mobile users is fast growing. As per telecom industry estimates, 65% of all new Internet users in India experience their first Internet surfing activity via mobile.

E-wallet companies MobiKwik and PayU told the financial daily that they plan to spend over Rs 100 crore and Rs 60 crore, respectively, on advertising over the next few months to boost digital transactions.

## **Pre Paid Instruments**

As the digital commerce grew in India through the first decade of this century, RBI acted on defining how the payment services will evolve. Due to strict Know Your Customer and Anti Money Laundering regulations, India has a limited peer to peer money transfer activity. The role of the agent in the money transfer activity is clearly defined and tightly governed.

## **Wallet Services**

As mobile commerce grew in the first half of this decade, several payment gateways started operations in India, which could sign up with specific merchants to reduce the pain associated with individual two factor transactions. There was a movement from Closed Wallets (establishment specific) to Semi Closed Wallets (Group of contracted establishments using the wallet) in the last few years given the mushrooming of digital commerce and the blanket implementation of two factor authentication requirements.

Some of the merchants who readily accept the payU wallet include giants like SnapDeal, BookMyShow, PepperFry, goibibo, ShopClues, OlaCabs.



Wallet providers need to repurpose themselves from an intermediary / utility to a value added service, as there is a huge new business opportunity for the providers who really want to be relevant in the Indian consumer payments space.

This session turned out to be a really interesting & interactive for the Management students of our college, wherein students got to know about the opportunities that would be available in the market in the near future.

Mr. Baljit encouraged the students to work with start-ups, as it would lead to real experience & exposure, at the same time he also helped the students to clarify the doubts about the corporate world, and the skill-set they should work upon to be industry ready.