

Is it time to **Invest in your own brand** ?

Swiggy FY18 losses double as Zomato, Uber, Ola rev up ops

investor AliPay, a payments

DOWN ₹400CR

affiliate of the Alibaba Gro-

Paytm Mall ends FY18 ₹1,800cr in the red

Aggressive Marketing, Discounting Amid Tough E-Comm Biz Make Cos Bleed In FY18

Flipkart losses up 70% on Amazon rivalry

If my economics professor would have read these lines, he would have pulled out hair even from his seasoned bald head.

I was appalled to come across the losses booked by some of the best known brand names of "Internet Times". It is as if there is a cat fight going on – **"WHO WILL REGISTER MORE LOSSES?"**

I am ok with your probable argument that it is about the "User Base", I am definitely not ok with the following:

- **Over Discounting & Consistent Deal Based Marketing:** I love bargains but then everyone in the value chain should make money.
- **No Effective Brand Building by Sellers:** The sellers are selling online without really investing in their own brand. In days gone by even a mom 'n' pop store was a known brand.
- **Margins:** While the online ecommerce giants are bleeding from every possible place, they squeeze sellers for some respite. Maintaining margins for sellers is getting tougher by the day. As a result compromise on the quality of the product is a natural thing to do.
- **Major Revenue driven by Smartphones:** Smartphones dominate as major revenue contributor to date. Just remove this category and the numbers will tank. What are other categories up to? Why?
- **The Real Opportunity Not Being Harnessed:** The real opportunity of providing the customer with a truly amazing buying experience and upselling does not seem to be in sight at all. Deals, More Deals and Just More Deals!

I am wondering why Amazon India had to play the second innings of the Great Indian Festival 2018. Did they "follow on"?

Definitely time for the businesses to start looking beyond the major ecommerce players. As the technology becomes more available & affordable; more businesses can now create their own digital presence in a cost friendly yet effective manner. Small businesses who have realised as to how can Digital help them grow beyond major ecommerce players are already on the way to make a good fortune.

→ Is it not common sense to invest the money in building your own brand, in lieu of paying it up as **referral fee? Reverse logistics fee? Commissions?**

Today only in a few thousands you can have a decent web presence. Back it up with an excellent service / support and reap the benefits.

As Arnold Schwarzenegger famously once said, "It is time!"



Harmeet Singh Bahra