more than double to around 18 per cent of organised retail by 2016 from around 8 per cent in 2014. It is expected the industry’s revenues to go more than double to around 18 per cent of organised retail by 2016 from around 8 per cent in 2014. Yet, its share of the overall retail (organised + unorganised) pie will be just over 1 per cent. 5 Offline Vs Online Retail Markets. 6. 18 LARGER REVENUE CONTRIBUTION FROM TIER I, II AND III CITIES

According to a study, Tier II and III cities accounted for almost 57.0 per cent of the total revenue derived from the various e-commerce product sites, while the remaining per cent came from the eight metro cities. India’s e-commerce revenue is expected to jump from US$ 39 billion in 2017 to US$ 120 billion in 2020, growing at an annual rate of 51%, the highest in the world. Market Size. Udaan, a B2B online trade platform that connects small and medium size manufacturers and wholesalers with online retailers and provide them logistics, payments and technology support, has sellers in over 80 Indian cities and delivers to over 500 cities. The Government introduced Bharat Interface for Money (BHIM), a simple mobile based platform for digital payments. Road Ahead. Indian E-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest E-commerce market in the world by 2034. The paper explains about e-commerce with special reference to Indian online bookstores. It introduces five popular online bookstores viz. crossword.in, www.granth.com, bookadda.com, flipkart.com, indiabookstore.net. By discussing the recent trends in online book industry, the paper also attempts to create awareness about utilities of online bookstores. Keywords: E-commerce, Online bookstores, Online shopping, India.
E-Commerce: A Study on Selected Indian Online Book Stores

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Online Retail Online marketplace Online portals classifieds. 4 Indian e-commerce In terms of size, India’s online retail industry is very small compared with both organised and overall (organised + unorganised) retail in the country. It is expected the industry’s revenues to go more than double to around 18 per cent of organised retail by 2016 from around 8 per cent in Yet, its share of the overall retail (organised + unorganised) pie will be just over 1 per cent. 5 Offline Vs Online Retail Markets. 6. 18 LARGER REVENUE CONTRIBUTION FROM TIER I, II AND III CITIES According to a study, Tier II and III cities accounted for almost 57.0 per cent of the total revenue derived from the various e-commerce product sites, while the remaining per cent came from the eight metro cities. India’s E-commerce revenue is expected to jump from US$ 39 billion in 2017 to US$ 120 billion in 2020, growing at an annual rate of 51%, the highest in the world. Market Size. Udaan, a B2B online trade platform that connects small and medium size manufacturers and wholesalers with online retailers and provide them logistics, payments and technology support, has sellers in over 80 Indian cities and delivers to over 500 cities. The Government introduced Bharat Interface for Money (BHIM), a simple mobile based platform for digital payments. Road Ahead. Indian E-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest E-commerce market in the world by 2034. The paper explains about e-commerce with special reference to Indian online bookstores. It introduces five popular online bookstores viz. crossword.in, www.granth.com, bookadda.com, flipkart.com, indiabookstore.net. By discussing the recent trends in online book industry, the paper also attempts to create awareness about utilities of online bookstores. Keywords: E-commerce, Online bookstores, Online shopping, India. Discover the world's research. 17+ million members. E-commerce :a case study based on indian market. A project report submitted in partial fulfillment of the requirements. For b-tech project. CANDIDATE DECLARATION We hereby certify that the work, which is being presented in the report, entitle E-COMMERCE: A CASE STUDY BASED ON INDIAN MARKET. In partial fulfillment of the requirement for the award of the Degree of Bachelor of Technology and submitted to the institution is an authentic record of our own work carried out during the period from April 2016 to September 2016 under the supervision of Dr. Manoj Dash.