

GOLDEN CART AWARDS ECOMMERCE'S BIG GUNS



In the second edition of BW Golden Cart Awards, 16 leading ecommerce brands, platforms and marketing players took home this prestigious industry recognition

By Soumya Sehgal

THE SECOND EDITION OF BW Golden Cart Awards commemorated India's top ecommerce brands and platforms for their laud-worthy marketing initiatives, which have encouraged them to carve exemplary growth for themselves and take the game a notch higher.

BW Golden Cart Awards is a flagship annual property of BW Marketing World, a dedicated platform for the marketing and advertising fraternity. The initiative remains relevant to the current times, given the pace at which the ecommerce industry is swelling, especially after two crisis years.

This year's list of winners was announced across categories like Mobile Wallets, Automobile Ecommerce, B2B Ecommerce, Furniture Ecommerce, Fashion Ecommerce, Beauty Ecommerce, Health Ecommerce, Best Use of Influencers, Best Customer Outreach Campaign, Best Use of Social Media, Best Performance Search

RAHUL GOEL, CFO, Moglix

BETTING BIG ON B2B ECOMMERCE

Moglix is also a big force to supercharge SME growth, aiming to scale it to 20X in the next five years

By Team BW

MOGlix IS THE FIRST industrial B2B e-commerce platform to enter the unicorn club. Set up in 2015, it has grown at 500 per cent for three consecutive years now. With 7 lakh SKUs across 50-plus categories of MRO spanning a price range of Rs 50 to Rs 1 crore, Moglix offers the largest and widest range of industrial goods in India.

It pioneered GST compliant e-invoicing required for audit trail and input tax credits at all levels in the B2B supply chain. It has also enabled RFQ placing for getting quotes on bulk procurement, offers consultative selling for customers to improve performance and reduce product costs and the total cost of ownership. It enables suppliers to promote their brands and build equity with MSMEs and direct customers, offering discounts and product updates for customers under its loyalty programme.

"Since the start of the Covid-19 pandemic, we have seen an exponential offline to online shift. Our B2B e-commerce platform has enabled low-contact procurement and distribution for five lakh-plus MSMEs and 800 large manufacturers to keep the supply chain running. We have enabled the global sourcing of reliable components for the JIT rollout of life-saving products like the V310 ventilator. We have deployed an innovative group sharing model to enable 5,50,000 patients to access 5,000-plus oxygen concentrators across 100-plus cities, thus scaling each unit's impact

by 100x," states Rahul Goel, CFO, Moglix.

Impressive Growth

Its strategy is reflective of the continuous shift that it is observing in the e-commerce space. Over the last three years, Moglix has seen six-fold growth in daily customer visits on the e-commerce platform. It has delivered 10 million PPE kits across 53 countries and for Air India's Vande Bharat Mission for the safe repatriation of expatriate Indian citizens, along with enabling the global sourcing of Zeolite to resolve oxygen supply chain challenges and oxygen concentrator access for 5,50,000 people in India through its group sharing model.

On winning the BW Golden Cart award, Goel shares, "A warm thanks to the BW Marketing team for recognising us with the Golden Cart Award in the B2B e-commerce category. Moglix has pioneered e-commerce in the B2B space and our vision in the future is to bring the same level of ease and convenience to the SME sector and continue to build the catalogue for India.

"In the last six years, we have grown four to five times in terms of the top line. We have enrolled 5,00,000 MSMEs and 16,000 suppliers into India's digital economy and created jobs for our 1,000 strong workforce. We have 35 locations in India, Singapore, UK and the Middle East and we have expanded our global sourcing portfolio to a very large extent. We believe that India will be going through the same rush in the B2B e-commerce segment as the B2C segment. With deeper penetration of smartphones among rural and suburban users and digital financing, India has an opportunity to revel in the benefits created by the digital economy. In the next five years, we are looking at a 20x growth of the SME business." **BW**

