

**GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA**

UNSTARRED QUESTION NO:3746

ANSWERED ON:12.08.2015

Mobile Industry

Sreeramulu Shri B.

Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

Will the Minister of Communications & Information Technology be pleased to state:-

(a) whether the mobile commerce industry is growing as per the expectations in India;

(b) if so, the details of major players in the market along with the market share;

(c) whether there are issues faced by the consumers regarding the safety and reliability of conducting business over a wireless connection; and

(d) the steps taken by the Government in this regard?

Answer

ANSWER

MINISTER FOR COMMUNICATIONS AND INFORMATION TECHNOLOGY

(SHRI RAVI SHANKAR PRASAD)

(a) and (b): According to NASSCOM, the Indian e-Commerce Industry is worth around Rs.85, 000Cr growing at Compound Annual Growth Rate (CAGR) of ~30%. Growing mobile and internet penetration, rise in Smartphone adoption, innovation in mobile technology, popularity of mobile based apps are factors which have led to growth of mobile commerce in India.

As per ASSOCHAM some of the major players in the e-commerce sector in India are Flipkart, Snapdeal, Amazon, BookmyShow, Paytm. However, DeitY does not track the market share of e-commerce/m-commerce players.

(c) and (d): Do not arise.
