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IAMAI
INTERNET AND MOBILE ASSOCIATION OF INDIA

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Contents

Chairman's Message

Dear Friends,

It is a year since I assumed office and I must admit it has passed by in a jiffy. The past year has been fast-paced, crisp and action packed at the association and I am going to share with you some of the important areas of work that has kept us busy. As per practice, I shall restrict myself to the work of the Association while in her role as the Vice-Chairperson, Kirthiga Reddy would apprise you of the progress of the industry in general.

The digital industry is going through an exciting transition and is growing steadily. IAMAI, which has been working consistently towards the growth of the medium, is also growing. Today the online industry has shown a balanced growth and the internet user base has widened - thanks to IAMAI's efforts.

Public Policy

IAMAI has been deeply involved with several public policy debates around the legislation and policies that impact our industry. These policy frameworks will not only decide the course of business and investment in India, but will also determine how technology can be made accessible to the public at large.

In the internet governance space, IAMAI has strived to shape the domestic policy environment as well as provided substantial inputs in formulating India's role globally. The Association has had multiple interactions with various branches of the government, civil society, industry and international jurisdictions with a view to keep the internet free, open and inclusive in the real sense of the term.

IAMAI has engaged with a number of key influencers in the government on the Right to Privacy draft policy. We understand that the interest of the industry and that of the 'citizen-user' are complementary in ensuring a good legislation, which must define a citizen-centric Privacy charter but at the same time allowing innovation to thrive in India. IAMAI will continue to play an active role in the consultative process of evolving the outline of an effective privacy regime in the country.

Another important step taken last year was the formation of the Legal Intervention and Regulatory Outreach Unit. The idea was to ensure that IAMAI is able to intervene at higher levels of policy making and if necessary seek legal remedies to shape legislation. We realize that eventually there is a need to deploy a combination of tactics to make positive impact.

After initiating a public discourse on FDI in e-commerce publicly last year, this year, IAMAI through its reports and submissions to the Ministry of Commerce argued for opening of FDI in inventory based e-Commerce. However, due to the election process the government was only able to publish a consultation paper on the issue and not effect changes to the current policy. We will continue to work with the government on this issue.

To cater to the needs of the digital payments industry, the Payments Council of India (PCI) was formed this year and was effective in establishing a self regulatory organsation for the pre-paid instruments segment of the industry. The PCI would establish similar SROs for the other segments of the non-banking payments industry in the next couple of years. For sometime now, as part of the growth of the pre-paid industry, PCI has been demanding a cash out process for this segment from the regulator. We are expecting favorable directions from the regulator on this soon.

Research

IAMAI has established its credentials for its market as well as strategic research on internet related issues. I am happy to report that last year our internet user numbers, mobile internet user numbers, e-commerce market size numbers among many others have been used for policy making and seems to have found general acceptance for building business cases.

One of the key reports of IAMAI has been the i-cube (Internet in India) Report. The report findings suggest that there are more than 200 million internet users in India today. This is indeed historic. The Internet in India took more than a decade to move from 10 million to 100 million and only three years from 100 to 200 million. From here on, we can hope to develop a robust Internet ecosystem with a multitude of local and global players and a thriving Internet economy.

In addition to market research, we have also published two strategic reports in niche areas. The first one was on 'E-commerce: Rhetoric, Reality and Opportunity', published in association with KPMG. The report gave an overview of the benefits of e-commerce to the government and the economy. The report was released in September 2013 and was shared with policy makers and industry. The recommendations of this report became a major part of the policy enunciation in the DIPP discussion paper on e-commerce.

The second report was titled 'Cash to Less Cash', which was released with the support of Visa and ItzCash. The report focuses on estimation of cashless transactions and advocates for increased cashless modes of transaction. The report states that electronic payments have a role to play in bringing more people into the fold of the formal economy through financial inclusion. That, by itself, is the single most important reason to encourage a shift from cash to cashless.

Other than these two, IAMAI has also initiated work on three key strategic research reports on Mobile Internet, in association with KPMG, a report on State of Digital Marketing in India by Neilsen and an IAMAI-BCG report on Connected India. These reports could not be completed in the course of the fiscal year, but are likely to be completed by June 2014.

Business Development

While the association does not directly help in business development, however, in the last few years, IAMAI has taken the lead in hosting roundtable discussions and workshops. This year the focus was primarily on digital marketing. More details on these customized workshops and roundtables appear later in the report. I am happy to share with you that we have taken up the task of developing mobile marketing as a category for the year 2014/15. We can expect some rapid progress in this industry soon.

Conferences

IAMAI has been at the forefront in organising pioneering industry conferences for several years now. This year too was no exception. We organized large conferences covering marketing, e-commerce, digital marketing, financial inclusion and digital payments. A special mention must be made on the 8^{th} India Digital Summit which incorporated the India Digital Awards. The India Digital Summit proved to be huge success this year with more than 1100 delegates attending the event over the course of two days. The key policy makers who addressed the conference this year were Gujarat CM, Mr Narendra Modi, Parliamentarian Jay Panda and Chairman TRAI, Mr Rahul Khullar.

The highlight of the event was the speech by Mr. Modi, who clearly laid the roadmap for a digital India in his speech.

Before I sign off, I would like to thank the governing council for their advice and counsel and the secretariat for their proactive approach and to all members for their continued support to the association. The Council and I are looking forward to another vigorous year ahead with you.

Sincerely,

Rajan Anandan

Vice-Chairperson's Message

Dear Industry colleagues,

As I reflect on the events of the past one-year to write down an industry assessment for this annual report, I am filled with hope and pride at the way the digital industry has shaped up. We are now a nation of more than 200 million Internet users. This number is only bound to grow further, creating a huge market for the industry. The market numbers of various research reports by IAMAI reaffirm my belief about the potential of the digital industry in India. If I may add, it is also a moment of personal reflection for me as Facebook India crosses the milestone of over 100 million people connecting over Facebook - the second market outside the US to achieve this milestone.

One of the most encouraging aspects has been the rise of online advertising market in India. As people shift where they spend their time, marketers have followed. FY 2012-2013, this industry has grown to reach INR 2260 crores, which represents a y-o-y growth of 29%. The share of advertising on mobile and social media is expected to go up whereas spending on display and email will decline due to this shift. Even though traditional media like television and newspapers still remain the preferred media cornering more than 80% of the advertising market in India, the Internet has been steadily increasing its share of the advertising pie. Spends on digital media have grown from just over 1 percent of total Indian advertising spend in the year 2005 to nearly 7 % in 2012.

Digital Commerce industry has seen a significant increase from INR 19,249 Crores in the year 2009 to INR 47,349 Crores in 2012 and grew by 33% to reach INR 62,967 Crores by the end of 2013. The psyche of Indian consumers has changed and there is a shift in favor of online shopping. Last year was the year where social media made significant and visible impact in business, civil society as well as politics. Social media also seems to be the key driver of the use of Internet through mobile phones.

Besides 200 million Internet users, the other staggering trend is the rise of mobile Internet in India. The number of mobile Internet users is set to reach 185 million by June 2014, maintaining a q-o-q growth of 20%. For many, the mobile phone is the first opportunity to experience the Internet and reach the world beyond their immediate location. Mobile will further play a critical part for the development of digital marketing in India going forward.

Finally, I believe last year saw the flowering of entrepreneurship in the Internet space through the establishment of new start-ups, large investments and some strong exits. It would not be an exaggeration to say that since the heydays of dotcom at the turn of the millennium, entrepreneurship hasn't had it so good. Going ahead, there would be significant local innovations around e-commerce version 2.0, ad technology, local and listing services and digital payments. Another new trend among entrepreneurs is going global as reflected in brands such as Zomato and InMobi.

While these encouraging trends will mean a bigger market to play, we need to be careful and not be blindsided by external factors that may impede the growth of the industry. We need to work together to maintain positive externalities that support growth and encourage self-regulation. Only then can our industry innovate and make progress.

Finally, thanks to Rajan, the Governing Council and the staff of IAMAI for their constant commitment and enthusiasm. I am looking forward to another year of incredible innovation, momentum and impact.

My very best,

Kirthiga Reddy

Chapter 1
Public Policy

Public policy has been the key area of work for IAMAI since inception. For several years, IAMAI has intervened in the major regulatory and legal issues that impact the digital industry. However, since last year, the level of intervention has been wider and deeper. This is because of the realisation that a) many of the regulatory and legal issues do not get resolved at the level of the Executive and b) as internet grows and presents larger opportunities, there would concomitantly be complex challenges. In the year 2013-14, IAMAI invested considerably in human resources and widened its scope of work in the area of public policy and government relation. Some of the work done has been enumerated below under Issues, Research and Seminars.

1. Public Policy Issues:

This section includes some of the key issues of law, regulation and governance of internet where IAMAI has been actively involved.

a. Citizens Right to Privacy:

The citizens of India have been afforded a number of rights. These rights have evolved and developed over centuries and have been added to the permanent record in form of the Fundamental Right to Life, enlisted as Article 21, in the Constitution of India. These fundamental rights operate over a broad field related to legislations and policies governing internet.

In recent times, with the rapid growth of internet; youth empowerment, social media, and electronic surveillance, individual privacy and its protection has become the foremost front of discussion and is evolving as one of the most important human rights issues of the modern age. In this context, it has become imperative to formulate a framework for Privacy in India, which essentially should encompass privacy related concerns around data protection on the internet and challenges emerging therefrom. Understanding the concerns, the Planning

Commission constituted a Group of Experts, headed by the Chief Justice A.P. Shah, to study the international trends related to privacy laws and to submit a detailed recommendation thereupon.

IAMAI understands that the interests of the industry and that of the citizen users are complementary in ensuring a clear legislation, which must clearly define a Citizens Right to Privacy. IAMAI has played an active role in the consultative process of evolving the outline of an effective privacy regime in India. Based on a detailed legal analysis of the various principles of law, a number of inputs from the Industry and civil society, IAMAI drafted a Position Paper, enlisting the essential features of the Privacy Law in India. This Position Paper was submitted to DoPT for their consideration. In spite of several versions of the Privacy Bill being drafted, it has not yet been presented before the Parliament.

b. Election Code of Conduct:

With political parties using social networking sites in a big way for campaigning in Lok Sabha polls, The Election Commission (EC) has issued detailed guidelines for political advertisements on such platforms that include obtaining certification for content before putting them in public domain. This is essentially aimed to keep the political parties from making incorrect statements and is directed to keep the election process technology neutral and to address the problem of paid news.

A meeting was convened by the Election Commission, where IAMAI and its members were invited to present their views on adherence by social media platforms to the Model Code of Conduct. IAMAI members were committed to all cooperation with the Election Commission within the purview of existing laws but were clear that monitoring and proactive filtering of content was neither desirable for the greater good of democratic principles nor was it required by law. Some members also agreed to cooperate in specific instances where Election Commission had actually filed cases against candidates for violation of the Code of Conduct.

c. Womens Rights In India:

IAMAI promotes gender equality in design, implementation, access to information and communication technologies and in the policy decisions and framework that regulate them. In 2013, IAMAI submitted certain suggestions to the Rajya Sabha Standing Committee convened to receive comments on the Indecent Representation of Women Act, 1986. The suggestion covers various aspects related to protection of women's privacy and safety in the digital milieu.

d. Intermediaries Under the Information Technology Act, 2000:

The increase in the diverse forms of use and expression on the Internet has led to a number of questions on whether or not the use of the Internet as a platform for commerce and, more importantly, communication, should be regulated. An integral part of this debate revolves around the role and liability of intermediaries, ranging from network service providers and search engines to online marketplaces and online payment sites.

The idea of regulating the Internet, whether by way of regulating actual communication itself or regulating service providers such as intermediaries, has become controversial when discussed in light of 'freedom of speech and 'freedom of expression, which are among the fundamental rights available to citizens in a democratic state.

As a result of the ambiguity in the law, the year 2013-14 saw writ petitions and public interest litigations filed against various instrumentalities of State and against various intermediaries operating in India. The petitions filed in the public interest raised issues related to the protection of Children's Rights in India, facets of Citizens Privacy, Promulgation of National Cyber Security Policy and the National E-mail policy in India. Some writ petitions also challenged the vires of the Provisions of the Information Technology Act and the Rules framed thereunder. Mouthshut.com, one of India's leading online platforms for consumer reviews, has filed a petition before the Supreme Court of India challenging the constitutionality of the Intermediary Law, and alleging that it violates the fundamental right to freedom of speech granted under the Constitution of India.

IAMAI has raised the issues related to the importance of protecting the intermediaries from vicarious and indirect liabilities. IAMAI has regularly been submitting its suggestions to various departments of the Government which is responsible for the framing of rules and guidelines under the Information Technology Act, 2000. The efforts of IAMAI were reflected in the amendments introduced in the Information Technology Act, 2000, by the Amending Act 2008 and Amending Act of 2013.

IAMAI understands that there are gaps present in the operation of laws related to the Information Technology. These gaps can only be bridged by judicial intervention, wherein the courts interpret the true nature and scope of the information technology laws. In order to invoke the power of the courts to interpret the law, IAMAI has decided to file a writ petition in the Supreme Court of India. The idea of filing the writ petition was put before the members, and received an overwhelming response. The members recognised that there is an urgent need to get an objective interpretation of the Information Technology laws and this could only be done if IAMAI files a writ petition, challenging various provisions of the Information Technology Act, and the rules framed there under. The members are of the opinion that the writ petition must highlight the inadequacy of laws and the potential misuse of the existing laws. The writ petition is in the final stage of being drafted and would be filed at the Supreme Court in the month of May.

e. Internet Governance:

In response to the government of India's almost unilateral decision to support a particular form of international governance at various international forums, IAMAI has been active in suggesting that: a) before any such feedback on behalf of the country is shared with any international fora, a due consultative process with all stakeholders in the country should be under taken, different viewpoints should be heard and the point of view that best represents the interests of the country so far as benefits of internet are concerned be taken forward; b) IAMAI has also suggested that while national security is an important issue determining internet governance, concerns for security should not be the only factor determining our standpoint on international governance. Our standpoint should be determined by what benefits we wish to provide to our citizens through the use of internet.

The government under the aegis of the Department of Information Technology has formed the

India Internet Governance Forum which would provide a platform for domestic consultative process on internet governance.

2. Public Policy Research:

IAMAI has initiated work on three key public policy related research reports on Mobile Internet, in association with KPMG; a report on Apps Economy with ICRIER and an IAMAI-BCG report on Connected India. These reports could not be completed in course of the fiscal year, but are likely to be completed by June 2014. It is expected that they would provide important inputs to policy making once published. [Details of these reports are provided in the chapter on Research].

3. Public Policy Seminars:

As a part of our efforts to raise the level of IAMAI's public policy interventions and with a view to raise general awareness about issues that impact an internet economy, we began organising public policy seminars from this year. Some of the seminars in this series organised this year are detailed below.

a. Seminar on Privacy Protection:

Globally, there have been growing concerns over how the information gathered over ordinary business transactions is exchanged over the internet. This information may include a person's private details, bank information, medical records, tax information and other confidential information. While there has been some legislation which has been adopted by the European Union and America, such legislative frameworks are lacking in India. It indeed is true to say that the constitutional courts of India has recognised a person's privacy as his fundamental right, however, there were no steps taken by the Legislature to crystallize this as a statutory right. IAMAI organised a policy series seminar which focused entirely on growing concerns related to the absence of a Privacy Statute and Policy for governing flow of sensitive data over the internet.

The Seminar saw participation from various arms of government, industry stake holders, lawyers, civil society and academia in a constructive discussion over what is the need to have a self contained regime to regulate individuals' privacy concerns. Alok Mittal, Commissioner of Police, Gurgaon gave insights about the various impediments which are currently being faced by the law enforcement agencies to enforce privacy laws. Akhilesh Tuteja, Vice, President, KPMG International LLP discussed some of the important milestones scaled by thevarious international jurisdictions. A White Paper drafted by IAMAI, enlisting some of the essential principles of Privacy regime was submitted to Manoj Joshi, Joint Secretary, Department of Personnel and Training.

b. Seminar on Internet Free Speech:

Freedom of speech is a right of the citizens of India; on the other hand, this freedom is not absolute to the point that society thinks that it is. Some forms of speech are thoroughly outlawed in India such as fraudulent advertising, child pornography, obscenity, fighting words, help-wanted ads that discriminate on the basis of race, words used in a criminal transaction, unlicensed broadcasts, libel, speech that infringes a copyright, among others. Naturally, most of these forms of speech have a compelling government interest. Government may regulate, or censor speech if it has a compelling interest, is a public concern, or threatens national safety. In turn, this demonstrates that the ideas and expressions of private institutions cannot be regulated, unless one of the preceding requirements is met.

Lately, the freedom of speech and expression on the internet has been the subject of great controversy. Some feel that the Internet should be governmentally regulated and censored in order to protect the rights of citizens. On the other hand, over-regulation of material on the Internet would, in fact, violate the right to free speech and expression.

Honb'le Mrs. Justice Gyan Sudha Misra of the Supreme Court of India was the Chief Guest at the Seminar on Internet Free Speech. The Hon'ble Judge, emphasised on the importance of fundamental right of freedom of speech and expression, stated that it is an imperative to ensure that the citizens are not deprived of their right to free speech. The Judge observed that the policies and laws made in India derive their authority from the Constitution of India and all must conform to the protections provided by it.

Sidharth Luthra, Additional Solicitor General of India, suggested that the Internet was the newspaper of the 21st century. He said that it was important to have a system of laws which would foster growth of technology and economy. The role of the intermediaries must be recognised and they should be protected from frivolous litigations. The Panel discussion saw panelists deliberate on various aspects of the Information Technology Act, its origins and history, global developments and the steps which are required to ensure that the internet remains a user and industry friendly ecosystem.

Chapter 2
Digital Advertising

Credit Recovery:

Last year the committee had decided to work primarily towards setting a credit recovery process in place. The committee initially decided to have its own internal process. The process was laid out and members were invited to share feedback. On recommendation of few members, it was decided to revive our agreement with Advertising Agency Association of India (AAAI). In past one year, members of IAMAI met committee members of AAAI twice to discuss the pending issue and set the direction for future.

In principle, AAAI has committed to support online publishers recover credit,, they have expressed some concerns towards the structure of IAMAI. The fact that IAMAI represents Publishers, Agencies and Advertisers as members has been of concern to AAAI.

However, both the parties have agreed to begin implementation of credit recovery process from May 2014 onwards. IAMAI-AAAI working committee will also focus on adopting certain best practices and standardising of processes like shifting billing cycle from campaign billing to monthly billing.

IAMAI-AAAI working committee may also jointly identify a panel of third party agencies to avoid discrepancies in reporting of numbers and the resultant dispute over payment.

Mobile Marketing:

Mobile Internet users crossed the 100 million mark during the year. Mobile is generally accepted as the fastest growing medium in the country and to endorse that there has been a flowering of several mobile ad tech companies in the last couple of years. There was a need felt among the members that IAMAI should lay special focus on the growth and development of this group. As a result, late in the year a sub-committee for Mobile Marketing was set up to discuss and implement a business development plan for this group.

Some of the key action points that emerged of the meetings were:

- IAMAI needs to evangelise the medium.
  - o IAMAI with support of its members should organise focused Mobile Marketing Roundtables.
  - o IAMAI should conduct mobile marketing workshops and courses.
  - o IAMAI should publish a Coffee table book capturing best case studies on Mobile Marketing.
- IAMAI should reach out to Marketing heads of various brands in order to take their feedback on how they would like to use mobile as a marketing channel.
- It is felt that lack of data is acting as an impediment to the growth of Mobile Marketing. IAMAI should, therefore, work closely with mobile operators and seek broad based data on demographic profile of its users. This data will help advertisers and media planners incrafting out their media plan with better insights.
- IAMAI should release multiple research reports on Mobile Marketing.

Networking Conferences:

9th Marketing Conclave:

IAMAI organised the 9th Marketing Conclave on 20 June 2013 in Mumbai where marketing professionals from across sectors came together to understand this medium and devise solutions to address the rising demands of consumers.

Inaugurating the Conclave, Rajan Anandan – Chairman, Internet and Mobile Association of India (IAMAI) pointed out that while India is witnessing great increase in Research Online Shop Offline, at the same time e-commerce sites are doing brisk business. He added that in the United States the online research for the automotive industry is 50% and so it is in India, thus showing the intensity of online research in India. Girish Nair, CEO of netCore Solutions spoke of convergence of technologies for digital marketing in his special address, "Data as a service is the next big thing. Digital evolution is happening at such a fast pace that it has become mandatory for everyone to follow suit. It is essential that we work towards convergence of both online and offline technologies for effective marketing" he remarked.

The first session of the conclave was on the role of digital marketing on Consumer Product Goods. Rajesh Rao from IBM was the moderator along with the panelists Ranju K Mohan of Kamasutra, Anjana Ghosh of Bisleri and Aditya Save of Marico. The changing purchasing trends has forced companies to draw a connect with consumers. "Digital marketing helps us listen to our consumers and respond accordingly," said Anjana Ghosh. Though Bisleri uses social media to engage with consumers, the biggest challenge it faces is to keep them engaged. Aditya Save spoke about how marketing is all about psychographic proposition and demographic media.

The second session was focused on the Auto Sector. Moderator Rajiv Dingra of WATConsult along with panelists Vivek Nayer and Vivek Balasubramaniam Srivatsa discussed the changing trends of digital marketing in the auto industry. Vivek Srivatsa said "The best aspect of digital marketing is that it helps a brand to create impact and also measure the same, which cannot be obtained by traditional marketing." Vivek Nayer of Mahindra spoke about content

marketing being extremely important in the digital space. “The key to success in digital marketing is content. As the platform allows multiple points for brand storytelling, it is imperative that the space is used judiciously” he said.

The third session on retail brought together three major brand leaders on stage, Andrew Campbell of Reliance Industries, Vinay Bhatia of Shoppers Stop and Sooraj Bhat of Allen Solly. The session was moderated by Jaspreet Bindra of Getit Infomedia. Andrew Campbell pointed out during the discussion that while all customers might not shop online, they use digital platforms to be better informed. He said, “Retail is all about Trust, Value, Service and Growth. What has changed over the years is the Scale and Channels. Digital marketing helps to create a bond with the consumer.”

The fourth session on Travel had just the perfect mix of industry experts. Stephen King ofVirgin Atlantic, Subramanya Sharma of Cleartrip and Arif Patel of Starwood Hotels and Resorts were the panelists. The session was moderated by Atul Hegde of Ignitee. Everybody agreed that personalisation and targeting are the keys to success in the travel industry.

The concluding session on BFSI, moderated by Vivek Bhargava of Iprospect Communicate 2 also saw discussion on how Digital medium has changed the outlook of the banking, financial services and insurance (BFSI) sector. Panelists Shilpa Desai of Standard Chartered, Sanjay Tripathy of HDFC Life and Chandramohan Mehra of SBI Life Insurance agreed that every bank today wants to reach out to its customers as easily as possible.

The conclave saw participation of more than 430 marketing professionals from various sectors. Companies that participated were Aditya Birla Retail, Asian Paints, Axis Bank, Balaji Motion Pictures, Birla Sunlife, CEAT, Diageo India, Deutsche Bank, Hindustan Unilever, Kotak Mahindra Bank, Mahindra and Mahindra, NISSAN, Onida, Ranbaxy, SKODA Auto, Vodafone India, YES Bank , Zee network to name a few.

2nd Email Marketing Summit, 2014:

IAMAI organised the 2nd Email Marketing Summit on 6 March, 2014 at the Shangri-La's Eros Hotel, New Delhi continuing the grand success of its first edition last year. With the rapid growth that email marketing has seen in recent times, marketers have begun to adopt it as a one of the primary tools to generate brand visibility and awareness. Moreover, with the web and the mobile spreading across consumers as a common platform at an unbelievable pace, the level of reach and effectiveness of email marketing had elevated several times over.

The Summit began with the Special Address by Kalpit Jain, Chief Operating Officer, netCORE Solutions on 'Days Witnessed and To Be Witnessed of Email Marketing'. In this session, Kalpit threw light on major shifts that have happened in the Email Industry in the year 2013-2014 and also discussed about the Upcoming Trends in Email Marketing for 2014-15 which brands can incorporate it in their Email Strategy.

The first Plenary Session, 'Brands share tips on every part of the subscriber journey', was moderated by Gaurav Nabh, Head, Quasar. The Panellists in this session were Vivek Gaur, Chief Executive Officer, Yepme, Gaurav Kathpalia, Head CRM & Email Marketing, Expedia, Tanishq Juneja, Head Consultant- Email Marketing, NetCORE Solutions and Mahip Singh, National Sales Head, Moneycontrol. In this session, marketers responded to a rapid fire series of questions about how they approach all of the important email tactics such as welcome messages, subject lines, pre-headers, mobile, SMS integration and every other part of the subscriber journey. This panel hit on the key issues facing email marketers every day and gave attendees several insights and ideas to take home.

The Plenary Session 2 was on 'Using data to get personal in the inbox'. This session was moderated by Avinash Pant, VP - Enterprise Sales, netCORE Solutions and the Panellists were Naveen Kukreja, Group Chief Marketing Officer and Director- Non Insurance business, PolicyBazaar.com, Manish Tewari, Founder, Koovs, Nidhi Bhasin, Head- Digital Initiatives, TVS Motor Company, Amit Kumar Gupta, Business Head, Economic Times and Ankur Gattani, Head- CRM, Jabong.

The Plenary Session 3 was on 'Managing Inactives: What Should I Do With My Inactive Emails?' Satinder Juneja, Vice President Marketing, NIIT Technologies was the moderator for this session while Dhruv Chopra, Head- Media Sales & Digital Services, Carwale, Rahul Chauhan, AVP – E-Commerce & Client Facing Technology, Bajaj Capital, Piyush Bhargav, Vice President- Product Management & Digital Marketing, TV18 Home Shopping Network and Abhishek Bhandari, Product Head, Octane Marketing were the panellists. It is indeed true that not every email subscriber is as active as the next. Some subscribers are very unresponsive to email campaigns and these inactive consumers are driving down response rates. However, marketers can reactivate these consumers through specifically targeted campaigns. This panel examined how to reengage these inactive subscribers and figure out when and why a subscriber may engage.

The Plenary Session 4 was on 'Identifying the USP of ESP: Compatible and Equipped with Multi-Channel Strategy'. This session was moderated by Premlesh Machama, Managing Director, Career Builder and the Panellists were Swati Bhargava, CEO & Co-Founder, Cashkaro.com, Devendra Singh, Senior Business Manager, IndiaMART.com, Nitin Agarwal, Director Marketing, Shopclues and Kumar Awanish, AVP- Strategy & Innovation, Kenscio Digital Marketing. This session threw light on ways to gauge the efficiency of the modus operandi adopted by different ESPs, select the most compatible one and work with it for best outcomes.

The last session of the Summit, was on 'How Fertile Is The Mobile? The moderator for this session was Sunil Kumar, President, Exchange4Media while Vikram Gupta, Director North, Ignitee, Hareesh Tibrewala, Joint Chief Executive Officer, Social Wavelength, Saurabh Srivastava, Head Marketing, ixigo and Nitin Sabharwal, Founder & SBU Head, nNext.in were the panellists.

In addition to the Panel Session, the Summit also had the Email Marketing Clinic conducted by netCORE. Email marketing experts from netCORE Solutions gave one-to-one tips and solutions to all the attendees' issues and problems related to email marketing and database management. In all, the 2nd Email Marketing Summit proved to be a major success and the attendance of more than 350 delegates throughout the day is a testimony to that.

Business Development:

19th Digital Marketing Roundtable:

IAMAI in association with Tata Communications hosted the 19th Digital Marketing Roundtable on 25 October 2013 in Mumbai. The theme for this roundtable was Achieving Customer delight through high quality Web & Mobile experiences.

The panel for the roundtable consisted of Gourav Rakshit, Shaadi.com, Kedar Gavane, comScore, Debashish Ghosh, Zee Group and Manish Verma, Network18 Media. The panel was moderated by Aditya Jayaraman of TATA Communications. Aditya set the tone for the evening by highlighting brief points of the topic of discussion for the roundtable. He spoke about how customer engagement in today's day and age is 24/7 and stated figures that say one trillion of commerce originates digitally and thus delivering a seamless digital customer experience is the key for businesses across all verticals. He concluded the introduction by imposing the main question, 'can you manage the digital experience of your customer?' and invited the panel on board to discuss the topic of the evening.

20th Digital Marketing Roundtable:

IAMAI in association with TATA Communications, organised the 20th Digital Marketing Roundtable in New Delhi on 27 November, 2013. This was the second roundtable discussion in the series continuing the successful show of the 19th Digital Marketing Roundtable put up in Mumbai on 25 October, 2013.

Arihant Jain, Sr. Director and Head of Sales & Services - CDN TATA Communications delivered the welcome address. He mentioned how digital has become the 'de facto' means of communication in the current state of affairs.

The Panel Discussion on: Achieving Customer delight through high quality Web & Mobile experiences was moderated by Arihant Jain while Manish Kalra, Marketing Head at MakeMyTrip, Kawaljit Singh Bedi, Chief Technology Officer at NDTV Convergence, Salil Kumar, Chief Operating Officer at India Today Group Digital and Pankaj Kankar, Director Engineering at Vdopia Inc were the panelists.

CMO Power Series:

Mumbai: In association with LinkedIn, IAMAI conducted a roundtable discussion: the CMO Power Series on 13 August, 2013 in Mumbai. The aim of the CMO Power Series was to engage and debate and come up with interesting questions and challenges that face marketers today. A closed group of Chief Marketing Officers and Marketing Heads from various successful brands were invited to participate in this meet. The session was Chaired and presented by Nishant Rao, Country Manager, LinkedIn India. The participating marketing veterans from the industry were: Manpreet Singh Kochar, Head-Marketing for Dewan Housing Finance Ltd., Chandramohan Mehra, Head Brand, SBI Life Insurance, Namrita Sehgal, Head e-channels, Taj Group of Hotels, Aditya Save, CMO, Marico, Amitabh Tapadar, VP and CMO, Tata AIA, Jasneet Bachal, Head Digital Marketing, Kotak Mahindra Bank, Ajit Martis, Head Marketing, HSBC Bank, George John, Director, Marketing Warner Bros. Pictures (India), Kartik Jain, Executive Vice President, Marketing, HDFC Bank, Suvodeep Das, CMO, Reliance Brands, Sukhpreet Singh, Head Marketing, Nerolac Paints.

Bangalore: In association with LinkedIn, IAMAI conducted the third roundtable discussion called the CMO Power Series on 17 October, 2013 in Bangalore. The session was Chaired and presented by Ashutosh Gupta, Director – Marketing Solutions, LinkedIn. The participating marketing veterans from the industry were: Gaurav Burman , Director Marketing Communications, Schnieder Electric India Pvt. Ltd; Santosh Kumar, Director Marketing, iGate Global Solutions Ltd; A Madan Mohan Raj, Chief Programme Officer - Executive Education Programmes, IIM-B; Harry Jose, Head Marketing, Infosys BPO; Niranjan Tadanki, Head Marketing, Sales & CRM, Vaswani Estate Developers Pvt. Ltd; Srinivas B Vijayaraghavan, Director Marketing, Roamware Technologies Pvt. Ltd; Sanjay Seth , Global Head Field Marketing, Tech Mahindra; Sharad Deshpande, Associate director, Product Marketing , Aris Global Software Pvt. Ltd; Mallikarjun Reddy K, VP Online Marketing, Bankbazaar.com; among others. The topic of discussion was 'How organizations are leveraging content marketing, challenges being faced, ideas to overcome them and examples from CMO's respective organizations'.

New Delhi: In association with LinkedIn, IAMAI conducted the roundtable discussion called the CMO Power Series on 24 October, 2013 in New Delhi. The session was Chaired by Ashutosh Gupta, Head – Linkedin Marketing Solutions, LinkedIn India. The participating marketing veterans from the industry were: Harmeet Singh, General Manager - CRM & Promotions at Archies Limited, Arun Sharma, VP Marketing - Head Media at Bharti Airtel Ltd., Vikram Anand, Head – Marketing at Cargill India Pvt. Ltd., Rupesh Kumar, Manager Corporate Communications at Gail India Limited, Indranil Das, Deputy Manager (Corporate Communications) at Gail India Limited, Asheem Tapadia, Deputy General Manager - Digital Marketing & Strategy at IBM India Pvt. Ltd., Vishwalok Nath, Head Marketing and Syndications at India Today Group, Ajit Iyer, Marketing Manager (Campaigns South Asia) at Intel Technology India Pvt. Ltd., Sandeep Aurora, Director - Marketing & Market Development South Asia at Intel Technology India Pvt. Ltd., Rohit Challu, AVP - Business Support at iYogi, Subhrangshu Neogi, Director - Brand and Corporate Communications at Religare Enterprise Limited, Anupam Dixit, Head - Digital Marketing & eCommerce at Sistema Shyam Teleservices Limited (MTS India), Arif Patel, Regional Director - Sales & Marketing South Asia at Starwood Hotels and Resorts & Simran Dhaliwal, Head - Alliances & Partnerships at Woodland.

Social Media Friday:

Mumbai: IAMAI in association with WATConsult hosted the Social Media Friday on 24 May 2013 in Mumbai. Social Media Friday is a unique platform where social media aficionados, bloggers, pinners and digital marketers across brands came together for an evening to discuss and debate over drinks and dinner, the potential of social media and how social is not just about ideas or just about technology or just about people - it's much more than that. Rajiv Dingra, CEO – WATConsult addressed the session and engaged the audience with his experiences on the four M's of Social Media i.e. Monitor | Manage | Market | Measure with excellent case studies and real time examples. The evening saw participation of senior digital marketers from Brands like Tata Capital, Bluedart, Ceat, Idea Cellular Reliance Communications, Yes Bank, Sahara and many more. Further to this Sundeep Rao, a stand-up comedian came on to lighten the evening with his amazing sense of humour.

Bangalore: IAMAI in association with WATConsult hosted the third edition of the tri-series Social Media Friday on 29 November 2013 in Bangalore. Rajiv Dingra, CEO – WATConsult addressed the session in Bangalore. The evening saw participation of senior digital marketers from Brands like Mantri Developers, Infosys, ABB India Ltd., Café Coffee Day, Oracle, Sobha Developers, Akzonobel, USL, Puma India, ING Vysya Bank, MTR Foods, Britannia, Dell India, Fujitsu India and Arvind Brands. Further to this, Sanjay Manaktala, a stand-up comedian, added the entertainment quotient to the evening with his quick witted humor on the Social Media trends in the country. The Social Friday evening closed on a great note of networking, dinner and drinks.

Mumbai: IAMAI in association with WATConsult hosted the second Social Media Friday on 28 February 2014 in Mumbai. The evening saw participation of senior digital marketers from Brands like Cadbury India, HDFC Bank, Loreal India, Mahindra Holidays & Resort, TATA Communications and many more. Further to this Sapan Verma, a stand-up comedian came on to lighten the evening with his amazing sense of humour.

Digital Night:

Gurgaon: The Digital Night, held on 26 February, 2014, was a closed door round table meet for the digital marketing heads of various brands across many sectors co-hosted by IAMAI and LinkedIn. The aim of Digital Night was to engage and discuss with the digital Marketing professionals, to come up with opportunities and challenges that marketers are facing today. The round table was chaired by Ashutosh Gupta, Director- Marketing Solutions, LinkedIn. He shared some of the LinkedIn's success stories. The core focus of the meet was content marketing. He explained how LinkedIn network are connecting nodes and how does it connect all economic opportunity for each member across the globe through that graph. An important question for marketers was 'how do we create value for brands'? He also stated that different marketers have different statistics. Some find it wrong where as some others find it right. But the fact is that the consumers, before reaching out to brand or to a purchase decision do a lot of research, to find information about the brands and company.

Mumbai: The second Digital Night on 13 March, 2014 was a closed door round table meet for the digital marketing heads of various brands across many sectors. The Round table was chaired by Ashutosh Gupta, Director- Marketing Solutions, LinkedIn. The discussion was centered towards 'content marketing' as the most critical and inevitable component in digital marketing. It was an interactive session where participants were enthusiastic about sharing their difficulties in the subject and understand opportunities to overcome the same.

Marketing Training & Education:

Digital Courses: Digital literacy has slowly emerged to be one of the key skill-sets one has to have to excel in their own sphere. The relevance lately has increased manifold and will continue to do so in the times to come. IAMAI has been working towards providing inputs to fill the void for the skilled work force or the subject matter experts, which is always the case whenever there is an advent of a new technology. Digital courses are one such initiative and will continue to be so.

We have been working with the industry experts to revamp the existing courses and launch new courses to keep up with the changing dynamics and the requirements of the Industry. These courses range from Digital Marketing to courses spelling out the specifics like Mobile Marketing, e-commerce and many more. We are in the process of adding more courses which will be in line with the changing trends of the Digital Industry.

Under the training programme, 1,087 students were trained in FY 2013-14.

NIIT-DMI	307 Students
Edukart	740 Students
Gutsgo	40 Students

2nd Digital Marketing Conversations:

The 2nd Digital Marketing Conversations held annually in Srinagar, Jammu and Kashmir is an offsite organised by IAMAI for the Chief Marketing Officers and Head Marketers. This is an exclusive get together between CMOs and the digital industry with the purpose of understanding how to create opportunities for innovation and growth in digital marketing. This time the idea was to kick-start the next round of pioneering work on digital marketing which comprises audience measurement, mobile marketing and content driven marketing. The USP of this meet was its exclusivity which was attained by restricting it to Marketing Heads only.

The CMOs who participated in the 2nd Digital Marketing Conversations were: Andrew Campbell, Reliance Industries; Aneesh Khanna, IDBI Federal Life Insurance; Anindya Datta, YesBank; Anisha Motwani, Max Life Insurance; Anshu Bagai, Tupperware; Anuradha Narasimhan, Britannia; Arun Sharma, Bharti Airtel; Chandramohan Mehra, SBI Life Insurance; Deepak Khullar, Leela Palaces, Hotels & Resorts; Gaurav Seth, Sony Entertainment; Gaurav Suri, UTI AMC; Karthi Marshan, Kotak Mahindra Group; Mohit Goel, ING Vysya Life Insurance; Raja Balasubramanian, MasterCard Worldwide; Rajat Mehta, Yes Bank; Rajeev Gopal, Aditya Birla – Grasim; Sagnik Ghosh, Axis Bank; Sandipan Ghosh, Ruchi Soya Group; Sanjay Bhattacharji, SREI Infrastructure, Finance & SREI BNP Paribas; Shefalika Saxena, Microsoft; Shivaraj Subramaniam, Madura Fashion & Lifestyle; Vikram Malhi, Expedia; Virginia Sharma, IBM; Vivek Jaiswal, Sobha Developers.

Over three eventful days in Srinagar, the attendees experienced a number of engaging activities viz. Presentations, Knowledge Sharing Sessions, Shikara Ride at Dal Lake, Visit to the Mughal Gardens and Pahalgam, Fun Sessions, Cocktails & Gala Dinner and much more.

While the presentations and discussions brought forth some key insights and perspectives from the different presenters who talked about various topics pertinent to the digital media, its latest trends and the way ahead, the fun activities got all the attendees together to share some personal time and experiences with each other in an exciting and engaging fashion.

Chapter 3
Digital Commerce

Policy:

Foreign Direct Investment in e-Commerce:

Building on the work of last year, this year too, the single-most important focus of the members was to open up inventory based ecommerce or B2C ecommerce to foreign direct investment.

The efforts began with a difficult meeting with some members and senior official at the Department of Industrial Policy and Promotion in May 2013. At this meeting attended by founders of Fashion and You and Yebhi.com, it was suggested that IAMAI prepare a paper on the state and possible future contribution of inventory based ecommerce to the economy. It was required that the paper covers such areas as employment generation, amount of foreign investment, the problems of raising funds domestically and etc. The paper needed to be prepared by a recognized consultancy or research firm. Based on the brief provided by the Department of Industrial Policy and Promotion, IAMAI engaged KMPG to prepare the report.

The information and data for the report as well the various viewpoints that went into the report were collected through interviews with a wide section of members and other stakeholders. The report titled E-commerce Rhetoric, Reality and Opportunity was released in September 2013 and instantly drew the attention of policy makers and the industry.

Following the release of the report, several other large industry associations were requested by the government make their submissions on ecommerce to the Department of Industrial Policy and Promotion. IAMAI was able to provide several critical feedback especially to the paper prepared and submitted by NASSCOM.

Finally, towards the end of the calendar year, DIPP published what it called a consultation paper on ecommerce and invited feedback from all stakeholders. The paper inter alia sought opinions on issues such as quantum of investment expected, pros and cons of allowing 51% FDI in inventory based ecommerce etc.

IAMAI once again reached out to members for feedback on the DIPP paper and submitted its response to the paper on 30 January 2014 to the government. A summary of members' response is given below:

- Most of our members in the e-commerce business would like to see the sector opened to FDI to the extent of at least 51% as mooted in the paper.
- There was also a consensus that FDI should be allowed for all products while for agri culture and SME related products, there should be a minimum local sourcing clause.
- The generally accepted view has been that since B2C ecommerce based on FDI needs to promote Indian manufacturing, a domestic sourcing of 30-40% on goods that are easily available domestically can be imposed.
- Members agreed that location based restriction was against any tenet of ecommerce and should be done away with. However, there is a general agreement that FDI sup ported ecommerce companies should not be allowed to open frontend shops in any of the states where MBRT is not allowed.
- There was a general agreement that 100% FDI be allowed and between 51 and 74% of which should be through the automatic routes.
- Most members agreed that FDI should cover goods, services and intellectual property. However, in order to avoid any conflict with other services sector where FDI has al ready been allowed, the context of this paper should be limited to FDI in goods only.

e-Commerce Trust Mark:

At the request of some members, IAMAI participated in a few meetings organized to develop a trust mark for the industry by the leader industry body FICCI in partnership with the Ministry of Consumer Affairs. FICCI, at the suggestion of the Ministry, was in discussions with retailers including prominent ecommerce companies for an agreement on the parameters of the trust mark as well as for its adoption. However, it seemed that many of the leading IAMAI members were not ready to adopt a trust mark. The argument offered was that the leading ecommerce companies put in much effort in building and sustaining their brand name and that separate trust mark was not necessary at this stage.

Events:

5th National Conference On Digital Commerce:

IAMAI organized the 5th National Conference on Digital Commerce on 19 September 2013 in New Delhi. The day-long event was attended by experts who gave insights on Indian industry's attitudes & perceptions related to digital commerce.

Inaugurating the conference, Mr. Latif Nathani, Managing Director, eBay India, said, "e-Commerce in India has a huge potential for the growth of MSMEs to increase their business

and reach a wider base of consumers not only in India, but even globally. It is thus not a surprise to see a growing number of entrepreneur including small businesses are turning to online retail instead of traditional brick-and-mortar businesses.” Also, at the inaugural session Mr. Ashvin Vellody, Partner, KPMG released the ecommerce report titled “e-Commerce: Rhetoric, Reality and Opportunity”

The first session of the conference was focused on the bigger picture of the industry which is e-Commerce for Social and Economic Change. Amitabh Pandey was the moderator along with the panelists Alok Agarwal, eBay India, Sunil Kumar, IRCTC, Nikhil Rungta, Yebhi, Ravi Sundararajan, GupShup Technology and Dhaval Udani, Give India. Dhaval Udani spoke about how e-commerce enables people to donate the tiniest proportion of their spent online and feel good about doing so as they are doing it for a social cause.

The second session was on building consumer trust in the e-commerce space and winning over the hearts of the customers. The session was chaired and moderated by Neville Taraporewalla of Microsoft along with panelists Pawan Gadia, Ferns and Petals, Anisha Singh, Mydala, Neeraj Dotel, Compuware India, Pankaj Agrawal, netCORE Solutions and Salil Kumar, BagitToday. Panelists discussed issues like security of customer data, online transactional hurdles and ways of creating the trust mark for customers to come online.

Before the commencement of the third panel discussion, the conference had two keynotes by Deep Kalra, Makemytrip.com and Dinesh Agarwal, IndiaMart.com. Mr. Agarwal in his address discussed and shared insights on how one can innovate and improve the B2B ecommerce experience. Mr. Kalra spoke about the issue of customer focused innovation in the consumer ecommerce space.

The third session focused on investments and entrepreneurship in e-commerce in India and how there is a potential to create global companies. The session was chaired and moderated by Ambareesh Murty of Pepperfry along with panelists Rohit Bansal, Snapdeal, Brijesh Agrawal, IndiaMART and Hemang Arunbhai Pandit, GaneshaSpeaks.com.

The fourth session was based on the emerging models in e-commerce industry like healthcare, baby products, education, auto etc. Moderator for the session was Jaspreet Bindra of GETIT Infomedia. The panel had speakers from various industry sectors in ecommerce like Sameer Maheshwari, Healthkart, Sharat Jain, Rechargeitnow, Samir Saraiya, Thatspersonal.com and Ishan Gupta of Edukart.

The final session of the conference was based on getting insights from Industry experts who are currently the successful players in the market and understanding the e-commerce industry through their point of view. The final session was moderated by Dhruv Shringi of Yatra.com. The fellow panelists for the session included Manmohan Agarwal, Yebhi, Alok Mittal, Canaan Partners, Harish Bahl, Smile Group and Amarinder Dhaliwal, DONEbyNONE.com

Alongside the main conference, there were parallel workshops on topics like Security for e-commerce; Right way to handle New Tabbed Inbox and The Power of Social Media and Analytics for e-commerce brands. More than 450 delegates attended the conference with representations from companies such as Airtel, American Express, Nestle, Makemytrip, Karbonn Mobiles, Flipkart, IRCTC, IndiaMart, Google, Travelguru, Marico, Max Life Insurance, eZeeBags, Kotak Mahindra Bank, Homeshop18, HP India, Axis Bank, Kenscio, Ferns N Petals, Naaptol, Hindustan Unilever, Nielsen, Dainik Jagran, BBC Media, 99labels.com, Bedbathmore.com and many more.

Chapter 4
Digital Payments/Payment Council of India

The Payment Council of India was formed after the last annual general meeting catering to the needs of the digital payment industry. The Council operates under the aegis of IAMAI and represents the interests of emerging non-banking payments services providers. The Council is led by an Executive Council comprising two representatives of each of the working groups that comes under its purview.

The four working groups formed under PCI are:

- Pre-Paid Issuers
- Merchant Aggregator and Acquirer
- Domestic & International Money Transfer
- White Label ATM & POS

In its very first year of inception, PCI has been able to attract many new companies as members of the council. Due to past relationship of the Digital Payments Committee, PCI was successful in engaging the regulator for all necessary initiatives.

Policy:

Some of the key notifications issued by RBI and Government of India during the year were:

1. Committee on Comprehensive Financial Services for Small Businesses and Low Income Households:

Committee under the chairmanship of Dr. Nachiket Mor, Central Board Member, Reserve Bank of India came out with a comprehensive report on developing a roadmap for Financial Inclusion in the country. The committee has recommended the regulator to consider some key industry changing initiatives to be adopted for promotion of Financial Inclusion in the country. Key terms of reference of the report were:

- To frame a clear and details vision for financial inclusion and financial deepening in India.
- To lay down a set of design principles that will guide the development of institutional frameworks and regulation for achieving financial inclusion and financial deepening.
- To review existing strategies and develop new ones that address specific barriers to pro gress and that encourage participants to work swiftly towards achieving full inclusion and financial deepening, consistent with the design principles.
- To develop a comprehensive monitoring framework to track the progress of the finacial inclusion and deepening efforts on a nationwide basis.

2. Prepaid Payment Instruments Issued by Non-Banking Institutions:

The Reserve Bank of India, on being satisfied that it is necessary so to do, in exercise of its powers conferred by section 45 NC of the Reserve Bank of India Act, 1934 (2 of 1934) hereby declares that the provisions of Chapter III B of that Act shall not apply to a non-banking institution which is authorised to operate a payment system and to issue prepaid payment instruments under the Payment and Settlement Systems Act, 2007 (51 of 2007).
This exemption shall be limited and restricted to money received by such non-banking institution for issue of prepaid payment instruments.

3. White Label ATMs (WLAs) in India – Clarification on Cash Handling:

- Please refer to our circular DPSS CO PD No. 2298/02.10.002/2011-12 dated June 20, 2012 laying down guidelines for non-bank entities to set ip, own and operate White Label ATMs in the country.
- We have been receiving certain queries on some of the provisions of above men tioned circular. In particular, the issue relating to the perceived restrictions on cash handling prescribed on Para A.4 of Annex B of the above circular"…..At no point of time, the WLAO or his agents shall have access to the cash at the WLAs" has been raised in the recent meetings held with authorized WLAOs and select banks to review the progress made so far in operationalisation of WLAs.
- It is hereby clarified that the rationale behind the instruction quoted above was to ensure that the cash sourced from the sponsor bank is loaded into WLAs, thus ensuring quality/genuineness of the notes. However, subject to the sourcing requirement discipline as stated in the aforesaid circular, taking into consideration the dif ficulties expressed by stakeholders in operationalizing the WLAs, last sentence of Para A.4 of Annex B to circular PSS CO PD No. 2298 / 02.10.002 / 2011-12 dated June 20, 2012 reading as "At no point of time, the WLAO or his agents shall have access to the cash at the WLAs" stands withdrawn with immediate effect.
- Other instructions given in the circular remain unchanged.

4. Cash withdrawal at Point of Sale (POS) – Prepaid Payment Instruments issued by banks:

A reference is invited to our circular DPSS.CO.PD.No. 147 /02.14.003/2009-10 dated July 22, 2009 permitting cash withdrawal at Point of Sale (POS) by all debit cards issued in India upto Rs.1000/- per day, subject to certain conditions.

- The open system prepaid payment instruments (PPIs) issued by banks is perceived to be a subset of debit cards. Hence, on a review of the position, it has been decid ed that the facility of cash withdrawal at POS with debit cards may be extended to such open system prepaid payment instruments issued by banks in India. The limit of cash withdrawal will remain Rs.1000/- per day subject to the same conditions as applicable hitherto to debit cards.
- This circular is being issued in exercise of the powers conferred on the Reserve Bank under Section 18 of the Payment and Settlement Systems Act, 2007 (Act 51 of 2007).

Initiatives, Action points and Submissions by PCI to Reserve Bank of India:

i. Formation of Self Regulatory Organisations: Pre-paid members of PCI have come together to form a Self Regulatory Organisation (SRO) enabling them to adopt best practices and regulate themselves at the industry level. The SRO shall function in addition to the existing regulation of RBI. The SRO is expected to become functional by June 2014. An audit committee shall be formed to ensure implementation of SRO. The committee shall submit its report regularly RBI. Members of PCI plan to adopt SRO for other business verticals as well.

ii. Growth of Pre-Paid Industry: The Prepaid Card industry is at a nascent stage and there is a wide scope for the:

- Growth of the Prepaid Card industry and
- For meeting the RBI's vision of financial inclusion thereby reaching the un banked, under-banked and undeserved population with banking facilities for their basic day to day needs.

In order to nurture it, there is a need to relax the regulations while at the same time achieve its objective of ensuring that the payment and settlement systems in the country are safe. A key factor that is likely to drive the growth of this industry is "cash out". The PCI has taken up the issue with RBI and it is likely that by June 2014 this year there would be some forward movement.

iii. Other Responses to RBI:

a) Nachiket Mor Committee: Feedback was sought by RBI on the report. PCI has submitted a detailed feedback on the report after consulting members. Detailed submission is available with the secretariat of IAMAI.

b) Feedback was submitted to RBI on Issues, Problems and Recommendations with regards to Netbanking, Debit cards and Credit card based transactions.

c) Consolidated feedback of PCI was submitted to RBI on 'Recommendations for change in Operating Guidelines for PPIs' before release of consolidated notification by RBI. Main points of recommendations were on:

- Domestic Money Transfer and Transaction limits
- E-Commerce transactions
- Escrow account management
- Launch of Co-brand instrument
- Know Your Customer norms
- Gift Instruments
- Interoperability for PoS via payment network membership
- Cash out at ATM
- Allowing new use cases

A copy of recommendation is available with the IAMAI secretariat.

Event:

6th Financial Inclusion and Digital Payment Conference:

Continuing with the success of the last five editions, IAMAI organised the annual 6th Financial Inclusion And Digital Payment Conference on the 5 & 6 September, 2013 in Mumbai. ItzCash was the title sponsor while IMI Mobile and CC Avenue were the Gold Sponsors for the conference.

At the 6th Financial Inclusion & Digital Payment Conference, industry stalwarts and policy makers discussed issues pertaining to effective policies on cashless transactions, financial inclusion and payment innovations.

The Conference was organised with the aim of working out a common agenda and chart a course for ensuring adequate access to financial services at an affordable cost and in a transparent manner through various institutional agencies. There were discussions on ways to create a favourable environment to drive financial inclusion and work out business models that are conducive to push the growth of digital payments.. The conference touched upon the various challenges that have proved to be impediments for financial inclusion and look at bridging the digital divide.

The first day of the Conference commenced with the Inaugural Session on ‘Vision for ePayment’s Growth in India’. The Welcome Address was delivered by Naveen Surya, Chairman PCI and Managing Director, ItzCash Card. This was followed by the release of report on Road to Less-Cash. It was then time for the Special Address by Ajit Ranade, President & Chief Economist, Aditya Birla Group. This was followed by an analysis of the PCI report on less cash by Tamal Bandyopadhyay, Deputy Managing Editor, Mint.

The first plenary session was on Roadmap for Prepaid industry in India. This session was moderated by Rajiv Warrier, Managing Director, Sodexo and included panelists such as Ramu Annamalai, Chief Executive Officer of GI Technology, Sameer Nemavarkar, ex-CEO of Atos Worldline India, Deval Sheth, Consumer Business Head of Itz Cash Card and Deepak Bhutra, Business Head, Prepaid Cards, South Asia; MasterCard. This session addressed topics like current impediments to growth of prepaid in India, ways in which the market could be expanded, new business models emerging in prepaid instruments and the key global standards that Indian companies need to watch and adopt.

The second plenary session was on Gift & Incentive Instruments: Opportunities and Challenges and it was moderated by Johann Vaucanson, Managing Director of Edenred India. This session had the following as panelists: Kunal Shah, Founder & CEO, Freecharge.in, Sohini Rajola, Sr. Vice President, Axis Bank, Avinash Godkhindi, Chief Executive Officer, Zaggle, Anuj Saraswat, Corporate Business Head, Itz Cash and Girish Khare, Marketing Head, Grass Roots India. The panelists discussed subjects like Market Evolution, Emerging Business models from retailers, banks, eCommerce players, program managers, Emerging technologies, B2B versus B2C in terms of gift/incentive readiness, current challenges of growth and future trends for next 3~5 years in the growth of gift/incentive instruments.

The third session was on Merchant Aggregators and Acquirers: Collective Action. Nitin Gupta, Chief Executive Officer of PayU was the moderator for the session and Kumar Karpe, Chief Executive Officer, TechProcess, Alok Mehta, Head of Technology, Atom Technologies, Laurent Dhaeyer, President, E-Billing Solutions, Nitish Asthana, Executive Director, ICICI Merchant Services – First Data and Vivek Nayak, Chief Operating Officer, CC Avenues were the panelists. This session discussed the current state of eCommerce in India, the collective steps needed from all stakeholders to control growing fraudulent transactions, RBI and the current regulations and online and offline retail payments.

The final session of day one was on Money Transfer: Current Challenges and Future Roadmap was moderated by Ravi Shankar Pooli, Country Director South & West India, Western Union. This session had four other panelists viz. Anand Bajaj, President & Chief Innovation Officer, Yes Bank, Paresh Rajde, Founder & Chairman, Suvidhaa, Arnab Biswas, Business Head, MMP Mobi Wallet and Samar Shivdasani, Executive Director, Banking Business, Oxigen Services.

The panelists in this session answered questions like what the current regulatory landscape for Remittances and money transfer in India is, what the changes needed to boost the industry are, whether the cost of remittances needs to be revised, industry or regulator – Who will bring the change and how and what the Emerging Business Models in Money transfer space are.

The second day of the conference began with a plenary session on Business Correspondents and Payment Infrastructure: Driving Financial Inclusion. This was moderated by Paresh Rajde, Founder & Chairman, Suvidhaa. This session discussed the role of ATM and POS service providers in driving Financial Inclusion in India, BC opportunities and business viability, payment systems and interoperability and the need of low cost delivery models. The panelists for this session were Parag Mehta, Chairman & Managing Director, Evolute Group, Tarun Agarwal, Head, Alternate Channels, Products & Innovation, Development Banking, Ratnakar Bank, Sheshagiri Prasad, Head Operations, Sub-K, Jamuna Rao Verghese, Advisor, Inclusive Markets, PwC and Arnab Ganguly, VP, Business Development, Verifone.

The sixth plenary session was on Mobile Payments: Driving Financial Inclusion. The session addressed issues on how mobile payments can help financial inclusion achieve scale rapidly, business model of financial inclusion with mobile payments at the centre and the key barriers to mobile payments growth and outlook. Abhinav Sinha, Co-founder & CEO, EKO was the moderator for the session and following were the panelists: Pradeep Sampath, Chief Operating Officer, mRupee, Probir Roy, Co-founder, Paymate and Abhijit Bose, Co-founder & CEO, Ezetap.

In the seventh plenary session, the merchants were themselves invited to speak on subjects like integration of loyalty points and social currencies, Insights on what the preferred payment mechanism of consumers are, the current favourite methods offered by retailers, ailments of online payments and their solutions and the current business challenges for adoption of ePayments.

Plenary session 8 was on Fraud & Risk Mitigation relevant to digital payments. Nandkumar Saravade moderated this session along with an expert team of panelists that included Ravi Oruganti, Head Legal Regulatory & Risk Management, Airtel Money, Commander Mukesh Saini, Head- IT Security, Essel Group and Basant Shroff, Partner, E&Y. The Valedictory Session was an interaction between Vijay Chugh, Chief General Manager, Department of Payment and Settlement Systems, Reserve Bank of India and Naveen Surya, Managing Director, Vishwas Patel, Chief Executive Officer, Avenues India and Sunil Kulkarni, Dy. Managing Director, Oxigen Services and the attending delegates.

The conference, in a nutshell, shed light on the usage of prepaid instruments to expand financial inclusion and discussed the viability and efficacy of bank and non-bank regulatory models. Reflecting over the social impact of offering financial services on phone, the conference with the help of the esteemed speakers, looked into how mobile money can be used to provide a secure way to transfer money. The conference served as a stage to deliberate ways to form strategic partnerships to deliver next generation payment solutions in the country.

Research

The report 'Cash to Less Cash' was released this year. The report prepared with the support of VISA, focuses on estimation of cashless transactions and advocacy for less cash. going cashless. The report highlighted the following:

1. Estimation of the amount of cashless as well as cash transactions
2. The major sectors that have cashless as well as cash transactions
3. Areas where cashless transactions can replace cash transactions
4. Factors that promote or inhibit cashless transactions

Chapter 5
Mobile Internet Services and Apps

2nd AppFest: Riding on the tremendous success of the 1st AppFest, held in Hyderabad in 2012, IAMAI organized the 2nd AppFest in Ahmedabad from 26-28 July in IIM-A campus. The Fest was organized to carry forward the momentum gained during the last year's event, and to further the Apps ecosystem. IAMAI believes that Apps industry holds enormous potential in India, and the AppFest is one way to promote the ecosystem.

Like last year, this year too, AppFest 2013 was spread over three days, and had three tracks - Talkathon, Hackathon and Challengathon. Developers were able to share ideas on technology, revenue models and current opportunities with each other. The event also provided an opportunity to participants to compete and create on spot customised solutions for brands present and earn immediate commercial opportunity to work with them on larger projects. Besides, Industry experts also spoke on a range of topics, sharing their first hand experience and case studies to showcase how apps have and can change the world.

At the Hackathon, developers from across the country got a platform to showcase their coding skills. A coding marathon running over 24 hrs to create an app, based on an idea by a fellow participant, was the main action at Hackathon.

The other highlight at AppFest 2013 was Challengathon. It offered the right platform and opportunity to those wanting to create apps for big brands and also showcase their coding talent.

The highlight of this challenge was a chance for the winning team to win a commercial contract from the company throwing in the challenge to commercially build an App for them. More than 350 apps developers took part in AppFest 2013.

Apps Foundation: As a commitment towards promoting the Apps Economy in India, IAMAI announced the launch of 'Apps Foundation of India' (AFI) to help and support the main stakeholders in the Apps Economy including the developer's community.

India is slated to become one of the biggest players in the global app market by 2016, overtaking leading smartphone app markets such as the US, and five western EU countries, according to a report by research2guidance. This is no surprise and rather amplifies the fact that the prerequisites of the Indian market to become one of the leading app markets are improving rapidly. Among other factors such as the overall GDP growth and increase in average income, what will really propel the app market in India is that India, which is currently ranked 7th in the world in terms of smartphone shipments, with a global market share of 2.9 percent, will by 2016, be the third largest market for smartphone shipments (surpassing Brazil and the UK in the ranking) with an accompanying market share of 9.3 percent. This means that almost every tenth smartphone in the world will be shipped to the Indian market. Also, what will further boost the apps market is the active app developer community in India. It is a given that India has one of the largest app developer communities that concentrate on offshore development today. With the growth of the domestic app market (user base and download number), more and more individuals will concentrate on developing apps for the Indian market creating more apps and download opportunities. These drivers will help to make India one of the leading app markets worldwide in three years, providing enormous business opportunities for domestic players.

Mobile Marketing Conference:

IAMAI organized the Mobile Marketing Conference 2013 on 18 December 2013 in Mumbai. The daylong event was attended by mobile marketing experts who gave insights on Indian industry's attitudes & perceptions to mobile marketing in the country.

The conference was inaugurated by Mr. Rajesh Jain – Founder and Managing Director, netCORE Solutions which set the tone for the conference as he spoke about using the medium of mobile differently, unlike general marketing channels, with the help of case studies and new ideas.

The first session of the conference was focused on the potential of Mobile and the psyche of the Indian consumer. Ravi Sundarajan was the moderator along with the panelists Aditya Save, Head- Media & Digital Marketing, Marico, Pankaj Agrawal, Chief Sales Officer, netCORE Solutions and Mahesh Narayanan, Managing Director, Sociomantic Labs India.

The second session was on using social media effectively for mobile marketing. The session was chaired and moderated by Tushar Vyas of GroupM along with panelists Nitish Tipnis, Director Marketing, Hover Auto-Nissan, Rajiv Dingra, Founder & Chief Executive Officer, WATConsult, Phani Naik, Business Development and partnerships, IMImobile, and Jaimit Doshi, Marketing Head, Kotak Securities. Panelists discussed issues like timings of posts on social media, generating buzz and getting customers to follow brands on social media and generating loyalty and an engaging interaction with a consumer on a personal level through social media.

The third session was focused on the future of mobile marketing by using rich media technology available today. The session was chaired and moderated by Narayana Murty Ivaturi, Director- Global Sales & Strategy from Vserv.mobi along with panelists Shantanu Sirohi, Co-founder and Chief Operating Officer, Interactive Avenues, Anuj Kumar, Co-founder & Executive Director, Affle and Co-founder & Managing Director, Ripple, Milind Pathak, Global Head, One97 Communications and Harsh Saxena, Head Marketing- Non Voice Services, TATA Teleservices.

The fourth session was based on the revolution in the mobile space due to of the influx of smartphones and tablets into the market and its effect on brands and their existing marketing models. Moderator for the session was Anurag Singh, MD and Co-founder of ad2C. The panel a had speakers from various industry sectors Vishwadeep Bajaj, Chief Executive Officer, ValueFirst, Kartik Jain, EVP & Head Marketing, HDFC Bank, Bedraj Tripathy, Sr. General Manager, Godrej Interio and Jonathan Bill, Founder, PluggedIndia.

The final session of the conference was based on Apps Advertising and getting insights from Industry experts for integrating apps into the mobile marketing strategy. It was moderated by Jaspreet Bindra of GETIT Infomedia. The fellow panelists for the session included Girish Shah, Executive Vice President- Sales & Marketing - Godrej Properties, Ajay Vaishnavi, Director - Times Mobile, Prakash Dadlani, Country Head - 3M India, Preetham Venkky, Business Head - Asia, KRDS- Facebook Experts India and Aman Malhotra, Digital Marketing Head - Samsung

Along with the main conference, Mobile Marketing 2013 also hosted parallel workshops on topics like Mobile Marketing beyond internet applications; A Day in Life of Mobile App & Other Marketing Stories and Sneak Preview: transforming enterprise communications through mobile. More than 250 delegates attended the conference with representations from companies such as Accenture, Komli, ICICI Bank, Loop Mobile, Yahoo, Flipkart, IRCTC, Saregama, Google, Travelguru, Marico, Reliance Infocom, Mahindra, Kotak Mahindra Bank, Business Standard, Buzzcity, Axis Bank, Chang You, AdityaBirla, Hindustan Unilever and many more.

Mobile Internet Conference:

The Mobile Internet Conference was held on November 26 in New Delhi. Speaking at the Mobile Internet Conference, the Hon'ble President of Catalonia, Arthur Mas I Gavarro said that Catalonia is a unique destination for IT & IT enabled entrepreneurs. He said, "Catalonia has fantastic avenues for investment in the Mobile & Internet space. It will be wonderful to see Indian Internet & Mobile companies leverage the opportunity which could also open doors to the European market."

Harping on innovation, President Gavarro said, "A platform based on the territory and constituted by public and private companies and institutions has been created to originate and carry out processes of innovation of new services and products of mobile technology that the companies involved are interested in developing. This living lab is places in the 22@, the technological district of Barcelona. In Catalonia, the 22@Living Labs is also part of a network of various urban laboratories operated by both public and private groups, which aims to generate new mobile products and services based in ICT."

While the Catalonian President invited the Indian companies to Catalonia, Indian entrepreneurs and internet mobile companies discussed at length the "App" economy of the country. Addressing the session, "Mobile Apps: - Will They Start Controlling Our Lives Sooner Rather Than later" panelists' Ramesh Raman, Senior Manager – Marketing, IMI Mobile; Prithvi Raj, Senior Manager – Mobile Insights, Nielsen; Rahul Razdan, Director, 10C India (We Chat); Abhijit Saxena, Founder & CEO, Mobilox felt that smartphones have become a part of our life now and increasingly controlling our lives to the extent that the younger generation is heavily dependent on apps.

Research

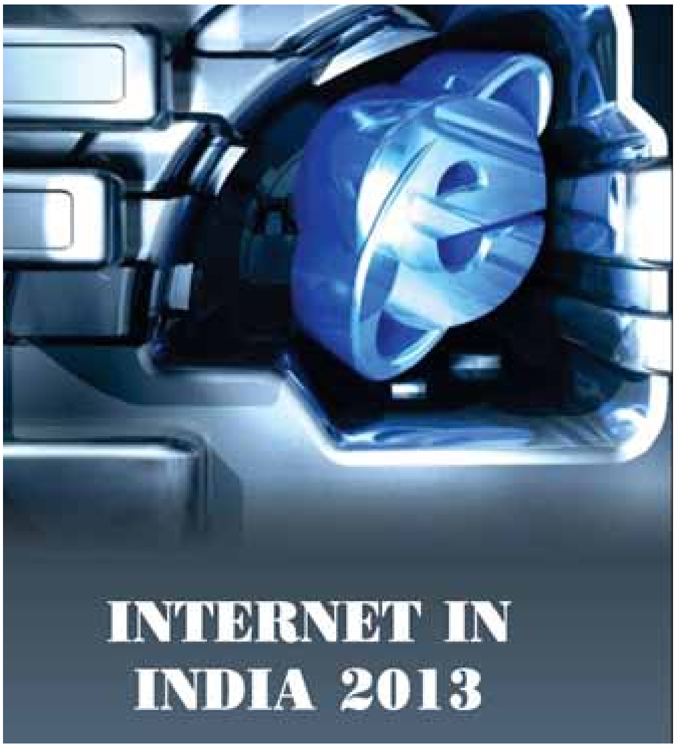
Mobile Internet Vision Document:

IAMAI has engaged KPMG to work on a strategic report on mobile internet - "India on the Go: Mobile Internet Vision 2017." The objective of the report is to highlight the strategic roadmap for evolution, adoption and growth of Mobile Internet in India. The report would cover the following focus areas:

- Current State & Future Potential
- Challenges & Roadblocks
- Roadmap

The report is expected to be completed by June 2014.

Chapter 6
Research



Strategic Research

While IAMAI undertakes market research meticulously every year, we completed two strategic researches this year.

e-Commerce: Rhetoric, Reality and Opportunity:

In partnership with KPMG, IAMAI created perhaps for the first time a vision document for the e-commerce industry, which has formed the basis of a discussion paper prepared by DIPP. The report, "e-Commerce: Rhetoric, Reality and Opportunity", has recommended that inventory-based e-commerce be opened to foreign direct investment [FDI]. It may be recalled that FDI in this format of e-retail is currently not allowed. The report has suggested that disallowing FDI in this form of e-commerce is a curious policy not followed by many countries including US, China, Australia, Sri Lanka and Pakistan.

The report has established a direct co-relation between internet users, online buyers, value of e-commerce and openness to FDI in inventory based e-commerce. The report found that India was the only one among a list of developed and developing economies that did not allow FDI in inventory based e-commerce. The result of this policy may have a direct bearing on a) slowdown in the growth of internet users; b) proportionately low online buyers; and c) shrinking of the e-commerce business.

Further, the report finds that online buyers and the size of consumer e-commerce industry are high in countries where FDI in inventory based e-commerce business is allowed. In the US, the size of the consumer e-commerce industry is US$224 billion, while in China, it is US$210 billion. In Sri Lanka, it is US$2 billion, while the size of the consumer e-commerce industry in Australia is US$30 billion. In India, with 25 million online buyers, the size of the industry is a mere US$13 billion.

Road to Less Cash:

The second strategic report is titled 'Road To Less Cash', prepared by India Development Fund (IDF) and IAMAI, and sponsored by Visa and ItzCash. According to this report, a moderate growth of cashless transactions by 5 percent a year will save the country more than INR 500 crore annually. The report states that electronic payments have a role to play in bringing more people into the folds of the formal economy through financial inclusion. That, by itself, is the single most important reason to encourage a shift from cash to cashless.

Charting the roadmap for moving towards a cash-less economy, the report recommends the need for designing of appropriate instruments, which are in sync with India's current path of development and her strengths; and a detailed policy initiative that sets the targets and then outlines the steps to get there.

Market Research

IAMAI is the leader in India in all market research covering internet and mobile content and services. Over the years the association has done pioneering research in such topics as mobile value added services, e-commerce, digital advertisement, internet penetration, and our numbers have become a benchmark for the industry and the government. In the year 2013-14, the association published the following reports:

- **Digital Advertising Report** – April 2013
- **Digital Commerce** – June 2013
- **MVAS** – August 2013
- **IAMAI Social Media Report** – September 2013
- **I-Cube Rural Internet Report** – October 2013
- **I-Cube All India Report** – December 2013
- **Mobile Internet Report** – January 2014
- **Internet in Local Languages Report** – February 2014
- **Report on Digital Payment Industry** – Being finalised.

Digital Advertising Report: The online advertising market in India is projected to reach INR 2,938 Crores by March 2014, according to the findings of 'Digital Advertising in India' report. The report finds that the online advertising market in India, comprising search, display, mobile, social media, email and video advertising, which was valued at INR 1,750 Crores in March 2012, has grown by 29% over the previous year to reach INR 2,260 Crores by March, 2013.

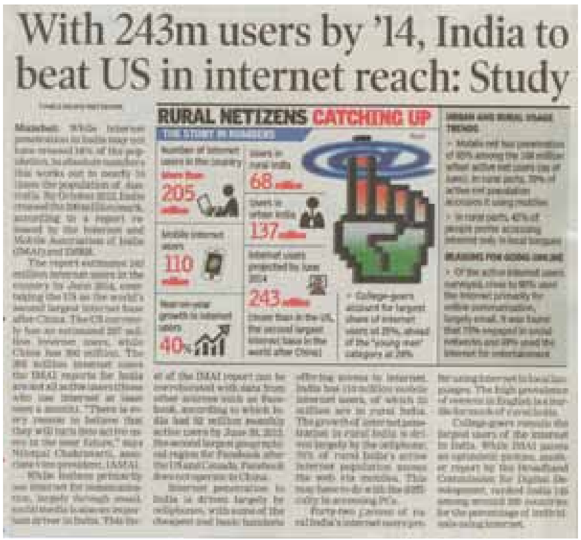
Digital Commerce Report: The total digital commerce market in India was valued at INR 47,349 Crores in December 2012 and was expected to grow by 33 percent to reach INR 62,967 Crores by the end of 2013. The report finds that while Online Travel, which includes booking rail, air, bus tickets, hotel accommodations and tour packages comprised a majority 71 percent of the whole Digital-Commerce pie in 2012, E-Tailing, which includes purchases of various consumer products/services such as electronics, apparels, footwear, jewellery, home & kitchen appliances, consumer durables, furnishings, constituted 16 percent of the overall share.

MVAS Report: The Mobile Value Added Service (MVAS) market was expected to reach INR 29,300 crores by the end of FY2013, from INR 26,000 crores in 2012, registering a Y-o-Y growth of 15 percent. According to the report, MVAS for the enterprise market was estimated

to grow by 25 percent to reach INR.600 crores by the end of FY2013. Further, the report finds that the enterprise market is expected to grow by 30 percent in FY 2014 to reach INR 780 crores.

Social Media Report: The number of social media users in Urban India would reach 86 million in October 2013, and 91 million by the end of 2013, according to the report 'Social Media in India – 2013. Social media users in urban India were expected to grow by 19% between June and December 2013. The report further found that 19.8 million users use mobile phones to access social media platforms in urban India.

i-Cube Rural Internet Report: According to this report, there would be 68 million claimed Internet users and 46 million active internet users in rural India by the end of October 2013. The report further estimated that by December 2013, there would be 72 million claimed Internet users and 49 million active Internet users in rural India. By June 2014, claimed internet users in rural India will rise to 85 million and active internet users to 56 million.


With 243m users by '14, India to beat US in internet reach: Study

RURAL NETIZENS CATCHING UP

THE STORY IN NUMBERS

i-Cube Internet In India Report: According to this report, the number of Internet users in India had reached 205 million in October 2013, registering a Y-o-Y growth of 40% over last year. By December 2013, it was expected to reach 213 million. The report also estimates that by June 2014, India will have 243 million internet users, at which point of time, it is expected to overtake the US as the second largest Internet base in the world.

Mobile Internet Report: The number of mobile internet users is expected to reach 155 million in India by the end of March 2014, and 185 million by June 2014, maintaining a Q-o-Q growth of 20%, according to the 'Mobile Internet In India 2013' report. The report states that by the end of December 2013, the number of mobile internet users would be 130 million.


India to have 185 million mobile internet users by June: Report

Nandagopal Rajan

New Delhi, Jan 1: The number of mobile internet users in India seems all set for explosive growth with a report by Internet & Mobile Association of India (IAMAI) and IMRB International predicting that there will be 155 million people accessing the web through their phones by the end of March.

With a quarter-over-quarter growth of 20%, this number is expected to cross 185 million by June 2014, says the 'Mobile Internet In India 2013' report released Wednesday.

Internet In Local Language Report: This report finds that Internet users in India could increase by 24% if local language content is provided on the Internet. In the rural areas, 43% of the non-users of the Internet said they would adopt the medium if the content was provided in local language. In the urban areas, 13.5% of the non-users mentioned that they would use internet if content is provided in local languages. The report prima facie identifies local language as the single largest driver of internet growth in rural areas. The findings were based on a survey of 35 cities in seven states.

Chapter 7
Social Outreach Programme

Safe Surfing:

IAMAI and Facebook India joined hands to launch Internet Safety Education programme for students between the age group of 13–17. The campaign, which was focused on building community awareness on this developmental issue, also trained educators, and child safety NGOs about Internet safety practices. As a part of the first phase, the program was rolled out across Delhi, Mumbai and Hyderabad to cover 18000 students across approximately 22 schools and institutions. The program is expected to be extended to other Indian cities through 2014.

IAMAI and Opera joined hands to increase the understanding about the importance of healthy internet-browsing habits among young adults in India since 2011. Opera, along with experts from IAMAI conduct seminars in schools and colleges to educate young people about techniques that will help them have a safe and productive web-surfing experience. This year, Opera and IAMAI have conducted such trainings in various schools of Chandigarh, Ludhiana, Kolkata and Patna with on-ground seminars on safe surfing habits. A campaign was conducted in 7 schools of Chandigarh and Ludhiana covering 7000 students.

Police Training:

A national level Training Program of BPRD was held at CDTS, Chandigarh, Ghaziabad (Central Detective Training School). Three National Level Courses were conducted: ATS Officers Training, State Level Anti Human Trafficking Workshop at PRTS (Indore Police Radio Training School); Workshop at United Nation Department of Safety And Security for UN Members/Staff. Also, conducted a National Level Training Course at the Rajasthan Police Academy.

Chapter 8
Branding/PR

Branding is an integral part of the work done at IAMAI. As part of the industry branding initiatives, the Association has worked towards building a brand that is credible and represents the larger interests of the digital and the mobile industry. Constant representations before the government and press on topics of importance have been one of the most critical aspect IAMAI's work in the last one year.

Branding stories, articles and interviews in the print, television and online media on various areas of IAMAI's interest and work purview like e-commerce, digital advertising, mobile internet, social media, local language, cyber security have ensured that IAMAI is in the news for all the right reasons. Representing the business interests of 150 plus members, IAMAI has always taken a stand that conform it. IAMAI has believed that a healthy interaction with the media on various contentious issues too helps consolidate and convey the stand it has.
An integrated and coordinated promotional campaign includes the following mix of activities:

Online:

- ***Internet Economy Watch***
- ***Weekly Newsletter***
- ***Social Media***
- ***Thinking Aloud Online***

The internet is an important marketing channel that reinforces visibility among the target audience. Online marketing takes place across a range of prominent business and media websites.

Internet Economy Watch: IAMAI brings out a monthly data on the digital industry titled 'Internet Economy Watch' with an aim to keep a close eye on the industry metrics as also the consumer behaviour.

Social Media: IAMAI has good presence in some of the leading social networking sites. This helps us reaching the target audience and also helps in promoting IAMAI as well as sponsor brands. Followers and likes of the IAMAI FB page and twitter handle is rising on a daily basis. As of today, the number of likes of the IAMAI faceboook page stands at 8164, which is almost double of what it was last year. Last year, there were approximately 4500 likes of the IAMAI page. The number of Twitter followers today stands at 1860. Last year, around the same time, it was approximately 1200.

Weekly Newsletter: "The Week That Was" is a weekly newsletter brought out by the IAMAI secretariat that reaches out to whopping 80,000, who are subscribed to it. The effort is to take up relevant issues on a weekly basis, providing an analytical perspective of the issues, and also report key activities taken up by the IAMAI secretariat.

Thinking Aloud Online: Thinking Aloud online complements the physical magazine 'Thinking Aloud', which is a monthly, published by IAMAI. The online version of the magazine reaches out to more than 1 lakh subscribers.

Print:

Thinking Aloud:

Thinking Aloud" reflects emerging trends and varied outlook of the rapidly evolving internet and communication sector. A monthly by IAMAI, this publication is a part of the market education initiative of the association. The magazine, which incorporates the latest news, trends, and views from industry experts, functions as a one-stop shop for information pertaining to the internet and communication sector. In short, it's a magazine for the internet and mobile industry by the leaders of this industry.

This year, the focus has been to include more pieces that cover the policy aspect of the various areas of interest like Mobile Internet, Digital Advertising, Apps, Internet Governance, and cyber security. The idea was to have more and more industry leaders express their views on the issues to give the readers a holistic idea about what's happening in these areas with respect to regulations and policy. We have also brought out a special issue in the month of January with interviews from internet pioneers in India, which was appreciated by one and all.

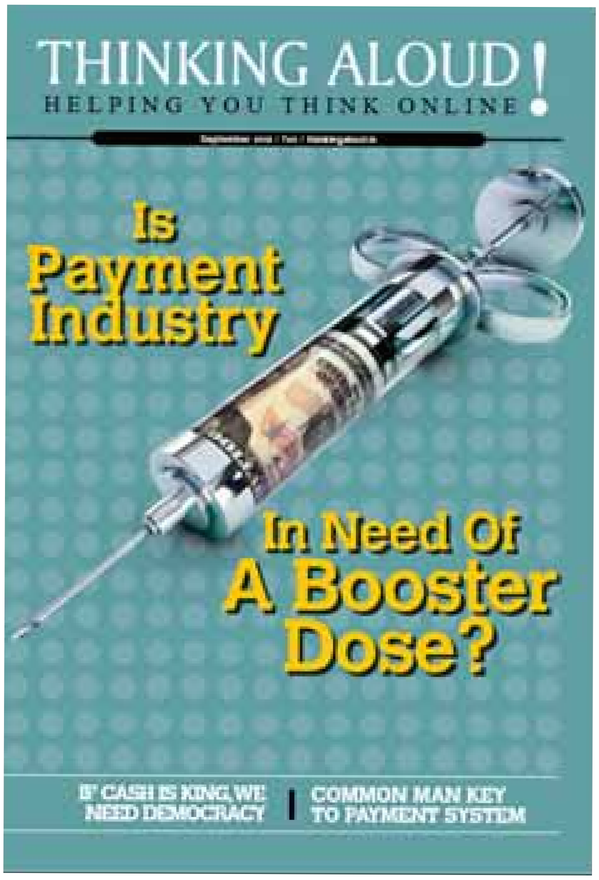
Changes have been brought in consciously to include more articles, interviews and viewpoints of industry leaders who can in turn get more and more people to experiment with the online and mobile medium. The magazine serves as a platform that caters to group of people who are yet to adopt this medium for their personal and business needs.

With a steady rise in the print and online readership, Thinking Aloud is now recognized as a credible source of information pertaining to the digital and mobile sector. Thinking Aloud subscription has been on a steady rise. Presently the print version of the magazine reaches out to people that includes policymakers, regulators, IAMAI member, CEOs and senior management officials of major corporates and last but not the least people who have not yet experimented with the digital and mobile medium. The online version reaches out to about 2 lakh people. Commercialisation of the print and the online magazine has begun and we have started accepting advertisements.


THINKING ALOUD!
HELPING YOU THINK ONLINE
Are You IPv6 Ready?
THINKING ALOUD!
HELPING YOU THINK ONLINE
LOCAL LANGUAGE APPS: IS IT THE NEXT BIG THING?
THINKING ALOUD!
HELPING YOU THINK ONLINE
DIGITAL START-UPS
IS THERE ENOUGH FUNDING?


THINKING ALOUD!
HELPING YOU THINK ONLINE
MOBILE ADVERTISING
MORE HYPE THAN REALITY?
THE BRIDGE BETWEEN REAL & VIRTUAL WORLD
THINKING ALOUD!
HELPING YOU THINK ONLINE
IS SOCIAL MEDIA TOO FREE?
THINKING ALOUD!
HELPING YOU THINK ONLINE
DIGITAL FIRST
Now Bank On The Cloud
The Youth Needs A Digital Diet
FDI In e-Commerce Boon Or Bane?


THINKING ALOUD!
HELPING YOU THINK ONLINE
Internet Freedom
Is It A Universal Concept?
THINKING ALOUD!
HELPING YOU THINK ONLINE
DIGITAL FORCES PE
TO BE TRUTH
THINKING ALOUD!
HELPING YOU THINK ONLINE
CAN SOCIAL MEDIA INFLUENCE ELECTION RESULTS?
THE WINNER TAKES IT ALL, AND THE LOSER HAS TO FALL
POLITICAL PARTIES ARE MISSING A BIG OPPORTUNITY
INTERNET YET TO REACH THE MASSES WHO SHAPE VOTES


THINKING ALOUD!
HELPING YOU THINK ONLINE
Is Payment Industry
In Need Of A Booster Dose?
IF CASH IS KING, WE NEED DEMOCRACY
COMMON MAN KEY TO PAYMENT SYSTEM

Media Coverage:

Through our constant engagement with the media, our coverage throughout the year has been satisfactory. IAMAI has always believed in the power of media as an effective tool to reach out to the right people at the right time. IAMAI in the last one year has been widely covered by the print, television and online media on various policy based issues, trend stories pertaining to the aspects of the digital and mobile industry segments. IAMAI through constant branding and media networking is now considered as a voice representing the online and mobile value added services industry. Apart from frequently released press communications on the research reports and industry issues, IAMAI spokesperson gives frequent inputs to media personnel on issues falling under the purview of online and mobile VAS space, internet governance, e-commerce.

2012-13		2013-14	
Print	161	Print	262
Electronic	0	Electronic	2
Online	521	Online	695
Total	**682**	**Total**	**959**

Calls for outsourcing jobs to North East regions

Real time data can solve inflation: Modi

ENS ECONOMIC BUREAU
NEW DELHI, FEBRUARY 7

"Through digital technology we can create a network of real time data... I think the problem of mehangai can be solved through provision of real time data"
NARENDRA MODI, Chief Minister, Gujarat

GUJARAT chief minister Narendra Modi has said that corruption can be clipped and food price inflation tackled through aggressive deployment of digital network.

"Through digital technology we can create a network of real time data. At times I think the problem of mehangai can be solved through provision of real time data", the BJP candidate for the Prime Minister's job told the valedictory session of the India Digital Summit held by IAMAI.

...ing infrastructure that only organised retail brings in its wake. BJP has opposed foreign direct investment in multi-brand retail saying it would cut jobs.

Against the backdrop of complaints of harassment of people from North East which has happened in Delhi and earlier in Bangalore...

...towns and villages.

"Youngsters in these states are generally tech-savvy with good command of English, making them suitable for digital outsourcing jobs that they can ... from their own ... towns," ...

Geeks invade city's app-osphere

Developers Create Innovative Mobile Apps On Day 2 Of AppFest At IIM-A

Book Barter

Dr Care

Gazeegg

CauseBuddy

Online ads mkt to grow 30% this yr

SOCIAL CLIMBER IAMAI report projects sector will hit ₹2,938 cr in India by March 2014, up from ₹2,260 cr in 2013

SOCIAL MEDIA SET TO OVERTAKE TRADITIONAL DISPLAYS

₹2,938 cr

₹2,260 cr

KPMG-IAMAI REPORT

Online firms face fund crunch despite e-commerce revolution

A mere 3.6% of households take e-payment route: Report

Press Trust of India
New Delhi, Sept 8

Though the Government and the Reserve Bank of India have been taking steps to promote e-payment channels, a mere 3.6 per cent households in the country undertake cashless transactions, says a report.

It cited poor acceptance of cards by sellers and lack of awareness about cashless systems/options as the two main reasons for the low penetration.

"Penetration of cashless transaction stands at measly 0.43 per cent. It has been seen that only about 3.6 per cent of the households in India make cashless transactions," said a report by India Development Fund and Internet and Mobile Association of India...

...holds in urban areas and just 0.43 per cent of rural households make cashless transactions.

The survey for the report covered 3,066 households.

The Government has been asking banks to encourage transactions through e-payment channels so as to reduce the number of transactions through cheques and other expensive modes of transactions.

"With over Rs 1 trillion of cash in circulation, a transformation of 1 per cent moving to cashless transactions can reduce cash circulation by Rs 1 billion," the report said.

PRINTING COSTS

...ment, it added. In 2009-10, the RBI incurred Rs 2,800 crore to just print the currency notes, which was 0.4 per cent of the total currency in circulation. This cost, however, does not include the cost of storage, transportation, security, detection of counterfeits, etc. the report said.

The cost of printing and maintaining this extensive amount of cash costs the country about 0.2 of its GDP, it is estimated.

"In the current challenging economic situation, increasing the adoption of electronic payment gives the un-banked and under-banked more financial services and options to create..."

Internet firms want Govt to raise data spying issue with US

IAMAI, Facebook join hands to educate teens on security

PRESS TRUST OF INDIA

Now trending: Social media may swing up...

CONTINUED FROM PAGE 1

GOOGLE INDIA SAID ITS SURVEY SUGGESTS THAT THE INTERNET WOULD PLAY A KEY ROLE IN POLLS

Social media could play huge role in next general elections

Electors in 160 constituencies likely to be influenced, says new study

Internet firms want Govt to raise data spying issue with US

ONLINE SURVEYS

Now trending: Social media may swing up to 4% votes

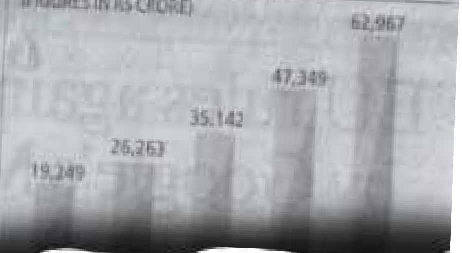
NEW VOTING BLOC

DIGITAL COMMERCE MARKET ON THE RISE

Digital commerce industry has seen a significant increase in market size from Rs 19,249 crore in 2009 to Rs 47,349 crore in 2012, according to an Internet and Mobile Association of India (IAMAI) and IMRB International report. The growth has been driven mainly by the online travel industry which contributes 71% to the total digital commerce industry. In 2013, the market is estimated to touch Rs 62,967 crore witnessing a year-on-year CAGR of 34% since 2009. Facilitators like low cost of personal computers, a growing installed base for Internet use, and an increasingly competitive internet service provider market are expected to ...

GROWTH OF DIGITAL COMMERCE

(FIGURES IN RS CRORE)



Chapter 9
Flagship Industry Event

India Digital Summit: Digital First

IAMAI organised the 8th edition of its annual flagship event, India Digital Summit, in Delhi on 6 & 7 February, 2014. Organised since 2006, the Summit again proved to be the largest annual gathering of the digital industry in India with 1100 plus delegates attending. Considering the spread of the digital industry, the Summit was grander this year as well as customised to suit the varied interests of the attendees through five different stages: Centre Stage, Mobile Stage, E-commerce Stage, Digital Marketing Stage and Entrepreneurs' Stage. Moreover, the Digital Leaders' Meet and the 4th India Digital Awards were hosted by IAMAI on the evenings of Day 1 & Day 2 respectively to add to the scope and effectiveness of the Summit. The big idea behind the India Digital Summit is to get industry experts, veterans, stakeholders and other professionals to come under one roof to discuss the challenges and opportunities in the industry and moot expedient measures and solutions.

Centre Stage: Day 1

Rajan Anandan, Chairman, IAMAI & Managing Director, Google India inaugurated the Summit with his welcome address. He discussed how the theme of Digital First was pertinent to Summit and how the internet has shaped up the consumers, businesses and lifestyles of people. Rajan also emphasized the rapid pace at which the internet consumers are increasing in India and how beneficial that would be for the entire digital ecosystem of the country. Thereafter, the Guest of Honour, Rahul Khullar, Chairman, Telecom Regulatory Authority of India delivered his address. He touched the issues of bandwidth and spectrum the TRAI is trying to resolve. Mr. Khullar also mentioned that if the growth of internet market largely depends upon mobile, then three things are must: access, speed and penetration. Kirthiga Reddy, Vice-Chairperson, IAMAI & Country Head, Facebook India spoke next. In her address, Ms Reddy presented a few real life case studies demonstrating how Internet and social media have not only impacted lives but also saved innumerable lives across the globe. She also shared some interesting facts and statistics which supported the fact that the Internet has really come to the rescue of lives, communities and social groups.

The first keynote on Cross Channel Advertising was delivered by Aljosa Jenko, Founder & Chief Executive Officer, Httpool. He discussed how the emergence of new digital channels has given a chance to advertisers and marketers to use these platforms and leverage their reach and potential for marketing and promotions. He also mentioned how different platforms could be used in a coherent and cohesive manner to maximise the impact and efficiency of advertising campaigns.

The second keynote was by Baijayant Panda, Member of Parliament, Lok Sabha moderated by Hitesh Oberoi, Managing Director & Chief Executive Officer, Info Edge. Mr Panda spoke about how the internet has helped political parties and communities reach out to the masses, especially the youth, with their ideologies and propositions. He also discussed the fact that the internet has a great potential to make the electoral processes more convenient, transparent and efficient. Hitesh said that social media has rendered rife several news about politicians and public figures, thereby making the audience more informed and allowing them to be a part of the communication.

Ajit Balakrishnan, Founder & Chief Executive Officer, Rediff.com & Chairman Emeritus, IAMAI delivered the third keynote of the day. He spoke about 'The 5 Big Public Policy issues for India's Internet'. In his presentation, among other things, he shared how Actors and Networks make Internet unaffordable in India. Ajit also gave references from history to elaborate on the fact that innovations have always had early-adopters and laggards and the earlier this gap was covered for any invention, the better for its propagation. The fourth keynote was by Rajesh Jain, Founder, Managing Director, netCORE Solutions and was moderated by Rajesh Kalra, Chief Editor, Times Internet. In this talk, Rajesh Jain gave a case study analysis of the campaign that his company did for a political party using online marketing, technology and relevant data. He shared how such a campaign led to great positive results for the party.

Plenary Session 1 on 'Taking Digital Companies Public: The Journey & Its Learnings' was moderated by Vijay Shekhar Sharma, Founder, One97 & Paytm. The speakers in this session were Sanjeev Bikchandani, Founder and Executive Vice Chairman, Info Edge India and Rajesh Magow, Co-founder and Chief Executive Officer, India, MakeMyTrip. The session discussed the optimum time for any digital company to go public. The pros and cons of going public were discussed with support of cases and the right approach to the strategy was chalked out by the panel.

Centre Stage: Day 2

Jaspreet Bindra, Chief Executive Officer, Getit Infomedia moderated the Plenary Session 2: 'Digital India Goes Global: Reaching Out To Global Audiences'. Other panellists in the session were Manish Khanduri, VP, Business Development & Marketing, IMI Mobile, Harish Bahl, Founder & Chief Executive Officer, Smile Group and Dippak Khurana, Founder & CEO, Vserv.mobi. The session primarily highlighted why, when and how are the Indian digital companies going global and what are the measures being taken to capture international markets.

The Plenary Session 3 was on 'What Got You Here Won't Get You There: Difference Between Starting & Scaling Up'. The Session Moderator was Hitesh Oberoi, while the Panelists were Murugavel Janakiraman, Chief Executive Officer, Consim, Dinesh Agarwal, Founder & Chief Executive Officer, IndiaMart, Amarjit Batra, Chief Executive Officer India & Head Asia, OLX, Gaurav Saraf, Director, Epiphany Ventures and Shantanu Sirohi, Co-founder, Interactive Avenues. As the title of the session itself suggests, this panel comprising successful entrepreneurs from different digital domains vividly distinguished the difference in the modus operandi to be adopted for growth in the following two phases: when one has just started and when a good, fortified start should be leveraged and capitalised upon to achieve bigger and better positions. The panellists also talked about the optimum ways of sustaining in the dynamic environment, effective methods for raising funds amidst stiff competition and the right measures to be taken to grow from a start-up to attain the Series 'A' status. The session discussed how start-ups could direct and channelize their potential and resources to the maximum thereby enabling them to make it big in the industry in terms of revenue, reach and responsiveness to the ever-changing global and local trends.

It was then time for the three Fireside Chats of the Summit. Rahul Saighal, Chief Marketing Officer, Samsung Electronics was in discussion with Sandeep Menon, Country Marketing Head, Google India in the Fireside Chat 1. The discussion shed light on the practices global electronic brands like Samsung are adopting to utilise the digital media for business. Anant Rangaswami, Editor, Storyboard on CNBC TV18 moderated Fire Chat 2 with Deepika Warrier, Vice President-Marketing, PepsiCo India. This chat session brought forth some interesting perspectives on digital marketing from one of the biggest global brands. The Fireside Chat 3 was moderated by Kirthiga Reddy, Vice-Chairman, IAMAI & Country Head, Facebook India with Debabrata Mukherjee, Vice President, Marketing and Commercial, Coca Cola India.

Through a rather witty and spontaneous round of questions & answers between the two, the audience witnessed a very exciting session that unfolded the personal and professional priorities, perception and preferences of Coca Cola's marketing head.

The much awaited Valedictory Session by Mr. Narendra Modi, Chief Minister of Gujarat saw a jam-packed attendance in the session hall. In this session that took place over a live video conference, Mr. Narendra Modi elaborated on his vision for the nation's development on the digital front. He said that he dreamt of an India which shall stay connected, united and integrated seamlessly through a digital network and that he shall strive to attain such a state for the country.

The last keynote address of the Summit was delivered by VSS Mani, Founder, Managing Director & CEO, Just Dial. VSS Mani, with a very engrossing and fascinating narrative of the journey of Just Dial and his entrepreneurial journey enthralled the audience for over an hour. With his address, the Summit came to a close.

Mobile Stage

Mobile stage commenced with a session onLack Of Good Data: Is it Impending the Growth of Mobile Marketing? This session was moderated by Abhijit Saxena, Founder & CEO, Mobilox Innovations Pvt. ltd. Other panelist were Aman Malhotra, Digital Marketing Head, Samsung India; Sunil Kuttam, Vice President Marketing, Aircel; Raghu Venkataraman, Head, Big Data and Digital Services, Nielsen; and Manish Khanduri, Vice President Business Development & Marketing, IMI Mobile Pvt. Ltd. Session was centered on the questions- what exactly is mobile marketing? How different is it from the traditional medium as well as web marketing? How beneficial is Mobile marketing?

The second session was a panel discussion on Time To Build Mobile First Businesses. it was moderated by Girish Nair, Chief Executive Officer, Netcore Solutions. Other panelists for the session were Vinodh Bhat, Co-Founder and CEO, Saavn; Shabir Momin Founder, Zenga TV; Amit Kopargaonkar, Country Manager- India, BuzzCity Technologies India Pvt. Ltd.; and

Sumit Goswami, CEO, KeyPoint Technologies. Marketers need to analyze and understand the reach of mobile in terms of customer engagement. With the increasing use of mobiles, it was observed that mobile can serve as one of the most efficient and quick medium for marketing.

The third plenary session was on Mobile Payments: Truth Vs. Noise. This session was moderated by Sunil Kulkarni, Group president, Oxigen Services.Other panelists for the session were- Abhishek Sinha, Founder, Eko India Financial Services and Naushad Contractor, Managing Director, Movida. Panelists discussed about how the payment regulations have dramatically changed in the positive way. They also explained how mobile payment can differ from user to user for e.g., mobile can act as a POS instrument for the seller as well as a mode of payment for the buyer.

The last session was on Mobile Apps: Converting Apps Into Businesses. This session was moderated by Dev Khare, Venture Investor, Light Speed Venture. Other panelists for the session were Bhavish Agrawal, Co-Founder and CEO, Olacabs; Rohit Bhat, CEO, Robosoft Technologies Pvt. Ltd.; Prakash Sreewastav, Chief Executive Officer, Winit Software; and Chandan Gupta, Founder and Chief Executive Officer, Phone Warrior.

The panelists spoke about how apps can be used to generate revenue and be integrated in the business models. Looking at the shorter product life-cycles, the apps can help generate quick money before the product goes obsolete. The panel also shared ideas on how can businesses counter competition in the apps market and acquire and sustain customers. They also pondered over the idea of connecting operators in payment models as it would help generate exponential revenue.

e-Commerce Stage

The e-commerce Stage commenced with its first session on Technology Innovations & Trends: Ideas From eCommerce Leaders. The session was moderated by Vibhore Sharma, Chief Technology Officer, Naukri.com. The panelists for the session were Arihant Jain, Sr.Director and Head of Sales & Services, CDN, Tata Communications; Amitabh Misra, Vice President Engineering, Snapdeal.com. The session begun by answering- Is mobile the biggest thing in the ecommerce sector or there is some other technology over it. The discussion mainly focused on- The user behavior shifting

between mobile, web and the store. Though the actual sale might be less on the web but product research happens majorly on the digital platform.

The second session at the e-Commerce stage was on Is Micro Payments The Answer For Cash On Delivery for eCommerce In India? The session was moderated by Vijay Shekhar Sharma, Founder, One97 & Paytm. Other panelists for the session were Upasana Taku, Mobikwik/Zaakpay; Praveen Sinha, MD, Jabong.com; Sandeep Sharma, Co-Founder and COO, Yepme Shopping; Mohan Nair, Chief Marketing Officer, Avenues India.

Panelists discussed what companies do and the problems they face in terms of ecommerce payments. They stated the need for tier based missions and strategies. They also mentioned that the offline business is a challenge. Panelists agreed on the fact that the brand has to build trust in the transactions!

The third session was on Role of Mobile in Travel Bookings: Creating New Growth Engines. The session was moderated by Dhruv Shringi, Co-founder & CEO, Yatra.com. Other panelists for the session were Aloke Singh, General Manager, Revenue Management and Pricing, Air India; Amit Somani, Chief Product Officer, MakeMyTrip (India); Subramanya Shrama, Chief Marketing Officer, Cleartrip.com; and Prasanjeet Dutta Baruah, Vice President, Marketing, The Oberoi Group.

The last session at the ecommerce stage was on Booking Engines: The Engine of Growth for e-Commerce that was moderated by Ashish Kashyap, Group CEO, ibibo web. Other panellists for the session were Neetu Bhatia, Co-Founder, chairman & CEO, Kyazoonga.com; Himanshu Singh, Managing Director, Hotel Commerce; and Nikhil Ganju, Country Manager India, Tripadvisor.

Digital Marketing Stage

Digital marketing stage began with its first session on Customer Delight Through High Quality Web & Mobile Experiences which was moderated by Arihant Jain, Sr. Director and Head of Sales & Services - CDN, Tata Communications. Other panelists for this session were Deepak Abbot, Marketing Head, Paytm One97 Communication; Rishi Piparaiya, Marketing and Bancassurance, Aviva Life Insurance; and Anurag Saran Vice President Product Management, Yatra Online. The panelists spoke about challenges and opportunities that came along with the mobile experiences. It was observed that lot of revenue is generated from digital transactions. Today anything that goes wrong during user engagement has a far more negative impact than it used to be earlier. Technology developers need to be aware of consumer requirements and stay aligned with the user feedback.

The second session at the Digital Marketing stage was on Technology in Advertising: Latest Trends & Innovation. This session was moderated by Sunny Nagpal, Co- Founder & Managing Director, Httpool. Other panelist for this sessions were Anisha Motwani, Director & Chief Marketing Officer, Max Life Insurance; Neeraj Gupta, Director Technology, Telecom Consumer Packaged Goods, Google India Pvt.; Bikram Bedi, Head, India Region, Amazon Seller Services; Sunita Rajan, Executive Vice President, Asia Australasia, BBC World Wide; and Manish Verma, Chief Technology Officer, Network18 Media & Investment.

Mobile technology is advancing rapidly though it is challenging marketers. It has enabled one to one reach which was difficult earlier. Loop of the consumer's journey can be completed only with the integration of inter dependent mediums instead of relying only on a certain medium. Advertisers need to make the most of the medium they use, but consumers are fragmented. Thus, targeting audience is difficult.

The third session at the Digital Marketing stage was on Retargeting & Privacy: How To Market Without Getting In Trouble? The session was moderated by Manish Vij, Founder, Smile Vun Group. Other panelists for the session were Nitin Bawankule, Industry Director, Google India; Mahesh Narayanan, Managing Director, Sociomantic Labs; Mukesh Agarwal, Vice President of Products, Komli; and Sumeet Singh, Sr. Vice President Marketing, Strategic Alliance and Corp Communications Info Edge.

The panel discussed remarketing and pre-targeting. The panel also discussed customer retention. Online advertising has a larger impact than every other traditional advertising and

hence it should be done carefully failing which the strategy might backfire. The purchase cycle differs depending on the category of the product. Advertisers cannot push notifications to the prospect customer after he crosses the probable turnaround time. Optimizing search analysis to the potential buyers and not just those who surf websites is the real need to gauge customer behavior and thereby set the re-targeting/ pre- targeting strategies.

The next session on Digital Marketing stage was on Social Data or Market Research – What Will Drive Media Decisions In Future? moderated by Aditya Save, Head– Digital Marketing & Media, Marico Industries. Other panelist for this sessions were Sanjay Tripathy, Head, Marketing, HDFC Standard Life Insurance Company; Rajiv Dingra, Founder and CEO, WatMedia; Kedar Gavane, Director, ComScore; and Karthik Nagarajan, National Director, Social Media & Insights, GroupM.

Panelist agreed that everything that happens online or offline with regards to the company gets reflected on the social media platforms. This directly creates a positive or negative impact on the company's image in the minds of the consumer.

Entrepreneurs' Stage:

The first Session on the Entrepreneurs' Stage was titled From Launch to Series A: First Two Years of Successful Start Up, moderated by Neville Taraporewalla, General Manager, India Advertising & OnlineMicrosoft. Other panelists in this session were Rammohan Sundaram, Chairman & Managing Director, PlatformPlay Media Ventures; Harsh Roongta, Chief Executive Officer, Apnapaisa; Vivek Bhargava, CEO, iProspect Communicate2; Kunal Shah, Founder, Freecharge.in; and Mohit Dubey, Co - Founder and Chief Executive Officer, Carwale.

Panelists shared experiences about their own ventures when the ventures were in the startup phase. The key take away of the discussion were: understanding customer requirements and customers' view about the product. Panelists stated that the ideas could be fantastic but if companies don't have right set of buyers, the idea would go in vain, and so the startups needed to explore all available possibilities. They also shared their views on what difficulties start-ups face while raising money. The importance of talent acquisition and talent retention was amongst the key takeaways of the discussion. The panel discussion was followed by a very active question and answer round from entrepreneurs and future entrepreneurs.

Next, the Entrepreneurs' stage was open for presentations from start-up ventures. It gave an opportunity for the young minds to showcase their ideas. The Startup presentation 1 was monitored by a jury panel that included Pankaj Sethi, Director, Third Vue, Kunal Shah, Founder, Freecharge.in; Sanjay Goyal, MD & CEO, ACL Wireless; Brij Bhushan, Principal, Nexus; Alok Mittal, MD, Cannan Partners; and Anshoo Sharma, Principal, Light Speed Venture.

The Startup presentation 2 was monitored by a jury panel that included Kunal Shah, Alok Mittal, Anshoo Sharma, Brij Bhushan and and Gaurav Saraf, Director, Epiphany Ventures.

India Digital Awards

IAMAI & Httpool hosted the 4th edition of India Digital Awards on 7 of February, 2014 in New Delhi. The event was primarily organised to acknowledge and appreciate the efforts of organizations and professionals who have achieved new benchmarks in connecting the brand and the consumer on the digital front. This year the India Digital Awards had 4 main categories and a total of 23 sub-categories. The winners of the awards were selected by members of the Jury from the best work entered through a call for entries. The jury members independently inspected each entry and rated them based on their respective judging criteria. Each entry was evaluated by more than one jury member. Entries rated best through this process were selected as nominees for the respective category and were further evaluated by the team of jurors to select the winners. The digital eco-system has increased vastly, and the consumption has been equally enormous. Consequently, there were 637 entries for the awards and the Jury gathered and judged the entries on the following criteria:

- Creativity & Innovation
- Execution
- Results
- Overall Experience
- Strategy

The nominees and winners of the awards were selected by members of the Jury from the best work entered through the call for entries. The awardees of this coveted trophy were chosen after filtering through an extensive 2 tier selection process.

While BCCI's #ThankYouSachin campaign was awarded Viral Marketing Campaign of the Year, the coveted Best Digital Person of the Year was awarded to VSS Mani of Just Dial.

Category	Winner
Best Display Campaign Award	Pepsi India by The 120 Media Collective
Best Search Marketing Campaign (Joint Winners)	Jubilant Foodworks Ltd by Blazar & Big Tree Entertainment Pvt. Ltd by Interactive Avenues Marketing Solutions Pvt. Ltd
Best Email Marketing Campaign	ICICI Lombard
Best Digital Integrated Campaign	Cadbury India Pvt. Ltd by Grey Digital
Best Execution of Performance Campaign	Tata Docomo by ibs
Best e-Commerce Website	www.caratlane.com
Best Local Language Website	www.navbharatimes.com
Best News Content Website	www.ndtv.com
Best Travel Website	www.travelkhana.com
Best Financial Website	www.policybazaar.com
Best Entertainment Website	www.gaana.com
Best Educational Website (Joint Winners)	www.meritnation.com & www.simplilearn.com
Best Brand/Product Website	www.ssangyongrexton.in
Best Advertising or Marketing on Mobile	Platinum Guild India Pvt. Ltd. by GroupM Media India Pvt Ltd
Best Consumer Mobile Service	Gamechanger & PHD India
Best Mobile Enterprise Product or Service	SPRIN Technosys Pvt. Ltd
Best Mobile Money Product or Service	One97 Communications (P) Limited
Best Innovative Mobile App (Joint Winners)	BookMyShow Application by Big Tree Entertainment Private Limited & Adaptxt Application by Keypoint Technologies

Best Digital Person of the Year	VSS Mani
Best Digital Start-up of the Year	www.urbanladder.com
Best Digital Agency of the Year	Interactive Avenues Marketing Solutions Pvt. Ltd
Viral Marketing Campaign	BCCI's #Thank You Sachin Campaign

Chapter 10
Membership and Governance

Executive Council

Rajan Anandan
Managing Director & VP,
Sale & Operations
Google India

Kirthiga Reddy
Head of office
Facebook India

Satyan Gajwani
CEO
Times Internet

Governing Council

Bikram Bedi
Head India & SAARC Countries
Amazon

Latif Nathani
Country Manager
ebay India

Kirthiga Reddy
Head of office
Facebook India

Sachin Bansal
Co founder & CEO
Flipkart

Rajan Anandan
Managing Director & VP,
Sale & Operations
Google India

Tushar Vyas
Managing Partner
South Asia
Group M

Neeraj Roy
Managing Director & CEO
Hungama

Ashish Kashyap
Group CEO
Ibibo

Nishant Rao
Country Manager
Linkedin

Mariam Mathew
COO
Malayala Manorama

Chakrapani Gollapali
General Manager
Consumer Channels
Group Microsoft

S N Bhaduri
Manager - Media
Thomson Reuters

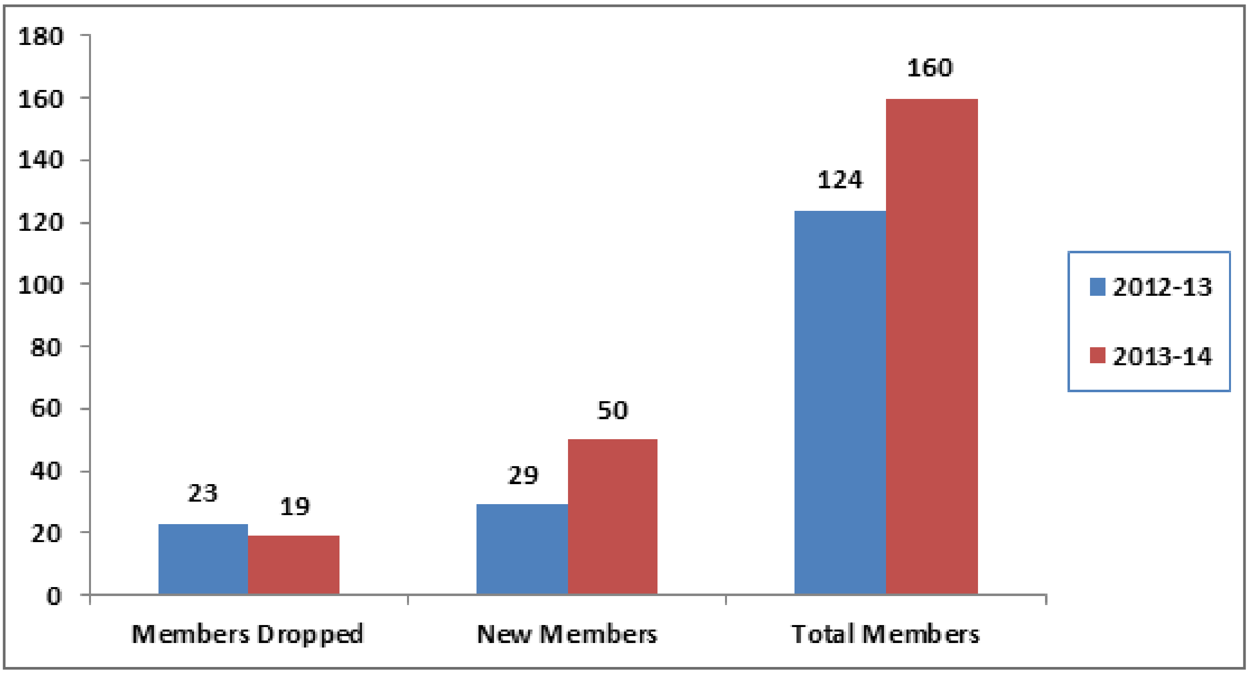
Satyan Gajwani
CEO
Times Internet

Dhruv Shringi
Co founder & CEO
Yatra

Committees

Government Relations: Chairman: Mr. Amitabh Lal Das (Yahoo India) Co-Chairman: Lizum Mishra (Amazon India)	**Digital Advertising:** Chairman: Rajan Srinivasan (Web18) Co-Chairman: Amardeep Singh (Interactive Avenues)
Digital Commerce: Chairman: Ratul Ghosh (eBay India) Co-Chairman: Salil Kumar (Bagittoday)	**Payments Council Of India (PCI)** Chairman: Naveen Surya (ItzCash) Co-Chairman: Viswas Patel (CCAvenues)
Mobile Internet Content & Services: Chairman: Albert Almeida (Hungama Mobile)	

MembershipTrends 2013-14



Chapter 11
The Year Ahead

Most of the members would be aware that IAMAI completed 10 years in January 2014. In course of its 10 year journey the organisation has growth at least 10 times in terms of membership and 9 times in revenue. It has also been well recognised as the true representative body of the digital industry both by the government and other industry associations. This section of the annual report will give you a quick review of three important projects that have been planned throughout 2013/14 and would be launched in the coming year. We also include in this section some other activities that were started in 2013/14 but would be completed within the first quarter of 2014/15.

New Initiatives on 10th Year:

Apps Foundation Of India (AFI): The goal of the foundation is to move India towards an Apps Economy, and making this country a recognized global centre for Apps development/ Businesses. The first meeting of the Apps Foundation of India (AFI) was held on March 14, 2014 in Gurgaon. The foundation will serve as a forum to connect like-minded individuals and foster knowledge sharing, provide resources, tools and training and support App developers to enhance their professional and entrepreneurial development. An executive Council was be formed for the running of the AFI with a Chairman and a Co-Chair. P Balaji, Managing Director, Nokia is the Chair and Rahul Saighal most recently CMO at Samsung India is the co-Chair of the group.

The first objective of the Foundation would be to launch the “Mobile 10x” initiative. Under this initiative the Foundation would make some critical interventions in the ecosystem to take the number of applications developers in India from x to 10x in the next three years. The Foundation believes that more developers would mean more and better apps and a definite movement for country to the centre of global apps development. The Mobile 10x initiative will comprise three distinct parts running in parallel to one another: first, organising and promoting the community of apps developers through promotional and participative events at the grassroots level; secondly, providing physical infrastructure for incubation, testing and UI design and third, creating digital tools and outreach programmes for community bulding, communications, collaborations and training.

Entrepreunership@IAMAI: On completion of its 10th year, IAMAI has a mandate to promote Tech Entrepreneurship in India and support the startup ecosystem. The principal role of this initiative would be to: Create Awareness among students and youth about entrepreneurial opportunities in the techspace, mentor startups and to connect entrepreneurs with peers, investors and domain experts. IAMAI would play the role of filling the existing gaps in areas not only related to growing the business and getting funding but also creating awareness of the opportunities and recognition of a good idea.

The initiative would focus on the following tech sectors:

- eCommerce2.0
- Content and Media
- Digital Payment
- Ad technology
- Local Search/Classified

CEOs Learning Mission: Yes, the learning never stops in the fast paced world of technology once you are a successful founder or a CXO. Recognising this need and the incipient desire to learn more and more about how the world of internet and mobile operate in others parts of the world, IAMAI starting 2014/15 would like to organise learning missions to various parts of the world with senior digital leaders of India. The programme would be to choose a country or a set of countries where the internet based businesses have developed rapidly taking advantage of local innovation in products as well as business models, visit a few marquee companies and interact with people at the root of such growth and innovation. The first of these visits would be to China in the latter part of 2014/15.

New Group:

Mobile Marketing: Based on members' feedback and taking into account this growing segment and several mobile based advertising technologies coming up, IAMAI has decided to form a small focused group on mobile marketing The primary objective of this group would be to promote the segment as well as assist adtech companies in this segment to grow.

As a first step, the member companies have advised IAMAI to prepare a handbook of best moble marketing case studies in India which would be shared with marketers and brand managers. To understand the marketers expection from mobile, the group has undertaken to prepare a report on 'The State Of Digital Marketing In India.' The study has been commissioned to Neilsen and the report is expected by the end of May, 2014.

The primary focus of this report is to understand the following:

- Percentage of marketing spend on digital in 2013, percentage change compared to 2012 and planned change in percentage spend on digital in 2014
- Percentage spends on Online, Social and Mobile in 2013 (of the above digital spend)
- Activities conducted in Online, Social and Mobile
- Top initiatives undertaken in digital and reasons for success for those initiatives
- Brands (where applicable) within the business for which digital marketing activities were conducted and reasons for selecting those brands
- Focus area(s) for 2014 and change in spend patterns for Online, Social and Mobile
- Executing entities (external agencies, in-house etc.)
- Measurement of impact of digital activities and disposition towards a common measurement currency
- Top challenges foreseen for 2014

Research

This section reports in the strategic reports that were commissioned and initiated in 2013/14 but are likely to be completed by the first quarter of 2014/14. There are three important reports in this category.

Apps Economy Report: IAMAI has engaged ICRIER, a leading research organisation, to conduct a study titled: ***"An Inquiry into the Impact of India's App Economy."*** The aim of this study is to capture and analyse the entire 'value chain' of the App Economy in India, including its impact on growth and employment. Not all developers (especially small entrepreneurs) are able to monetize the value of an app. In this study, the aim is to provide an estimate of people engaged in app development, and its supporting ecosystem. The findings will help identify the constraints to improving the existing eco-system around applications supported on smart phones and tablets in India. Elsewhere, mobile applications have helped empower individuals and have had important cascading effects on growth, entrepreneurship, and productivity throughout the economy as a whole. Theoretically these impacts should be seen in India as well provided the eco-system around mobile applications is conducive to their development. The report will thus also focus on ways to plug such gaps, within the local context and will provide policy recommendations in this regard. The final report is expected in May, 2014.

Mobile Internet: IAMAI has also engaged KPMG to work on a strategic report on mobile internet - "India on the Go: Mobile Internet Vision 2017." The objective of the reportis to highlight the strategic roadmap for evolution, adoption and growth of Mobile Internet in India. The report would cover the following focus areas:

- Current State & Future Potential
- Challenges & Roadblocks
- Roadmap

Internet 2020: IAMAI has partnered with The Boston Consulting Group to draft a report on the current and potential impact of the Internet on our economy and society as a whole. The idea is to go beyond the purely financial benefits and examine how the internet is changing lives directly and indirectly.

To this end, the aim is to profile the expected level of Internet penetration and total economic contribution as well as identify the key challenges to fully unlocking Internet opportunity. Some of the key factors that are likely to be answered by this report are:

How have Internet changed the lives of your consumers/clients? How will it continue to change them?

- How has the way people use or value your products changed in recent years? How have you adapted your business to increased Internet use?
- What is the comprehensive value of Internet to your business? How would you quantify this?
- What is your outlook for further Internet penetration and use case growth?
- What can government or industry do to ensure that Internet reaches its full potential?
- What could derail further development of Internet society and economy?

About IAMAI

The Internet and Mobile Association of India [IAMAI] is a young and vibrant association with ambitions of representing the entire gamut of digital businesses in India. It was established in 2004 by the leading online publishers, but in the last 10 years has come to effectively address the challenges facing the digital and online industry including mobile content and services, online publishing, mobile advertising, online advertising, ecommerce and mobile & digital payments among others. Ten years after its establishment, the association is still the only professional industry body representing the online and mobile VAS industry in India.

The association is registered under the Societies Act and is a recognised charity in Maharashtra. With a membership of 160 plus Indian and MNC companies, offices in Delhi, Mumbai and Bengaluru, the association is well placed to work towards charting a growth path for the digital industry in India.

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2004-2014

ANNUAL REPORT
2013-14

IAMAI

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