



**Celebrating Excellence in
Ecommerce & Ecommerce Marketing**

PERSONAL DETAILS

- Entrant Name
- Email ID
- Contact Number
- Designation
- Company
- URL (if applicable)

COMPANY DETAILS

- Name of the organization
- Type of organization
- Date of registration/ Commencement of operation
- Primary Business
- Current employee base of the organization
- Capital of the Organization
- Any significant Achievement/Awards (Last 3 years)

FINANCIAL DETAILS (not for publication; Jury use only)

- Gross Merchandise Value (Last 3 years)
- Gross Turnover (Last 3 years)
- EBITDA
- PAT
- Next FY Projection

MARKET DETAILS

- Market Penetration
- Customer Base (Last 3 years)
- Market Need Gap
- Performance & Efficiency (e.g. reduction in drop outs, reliability, speed or cost reduction)
- Customer Satisfaction & Feedback

DIGITAL ANALYSIS (Website + Mobile)

- Average monthly unique visitors
- Average basket value per order
- Percentage increase in site traffic in last year
- Percentage of new customers/month
- Percentage of repeat customers/month
- % Sessions with product page view
- % Sessions with Add-to-cart
- % Sessions with transaction
- Visitor to Customer conversion rate
- Innovation & New Technologies
- Security & Protection

OTHER DETAILS (Each Answer Under 600 Characters (with spaces) Only)

1. Why should you win in this category?
2. How did your company make progress during Covid-19?
3. Highlight the innovation, differentiating factors involved in your journey as a whole or in terms of the product & services offered in last three years?
4. Describe the essence of your business model in term of the current strategies, scalability revenue (whether recurring / non-recurring) and the industry competitiveness with its probable impact on the enterprise?
5. What is the expected reach of the product or service offered by the entity in terms of domestic and international markets?
6. Describe the social impact of the business activities undertaken by the organization or by self?
7. Who are the founders of the enterprise? Describe their background. Who all are still working with the organization and who all moved out?
8. Highlight the investment of the founding team and venture capitalist?