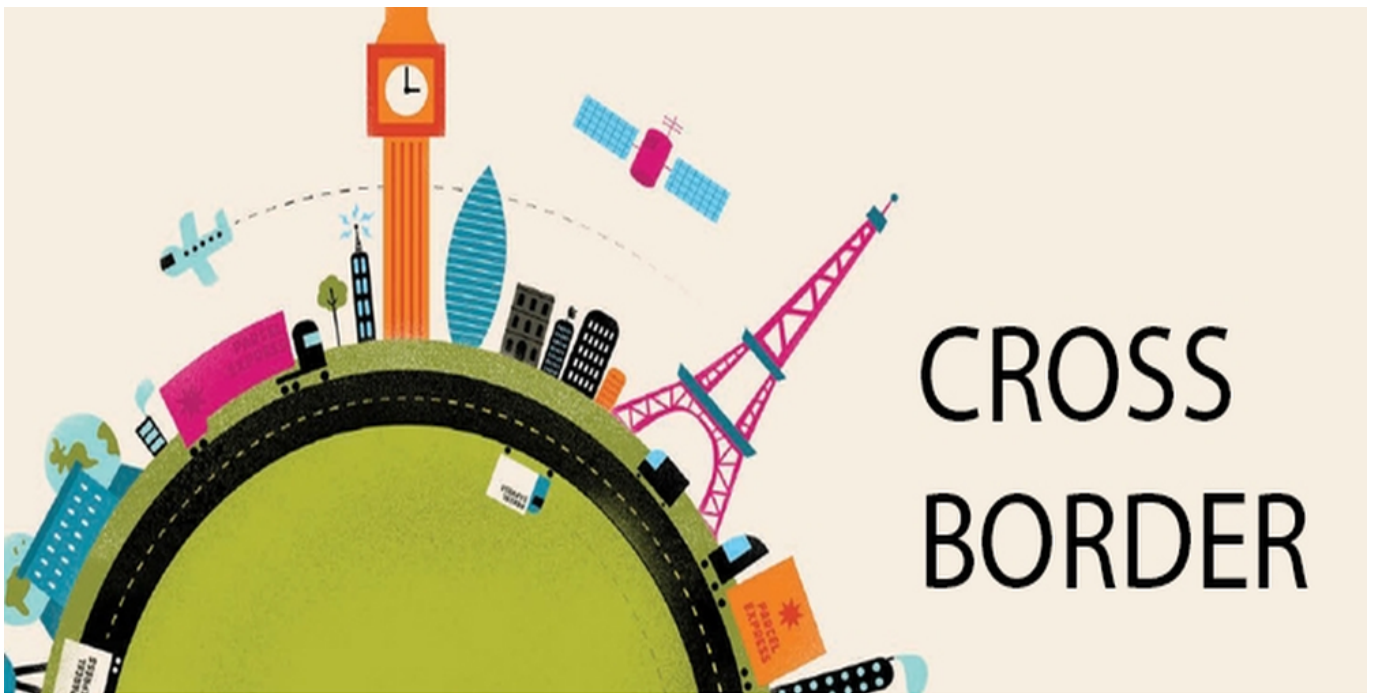


Selling Apparel to Indian Consumers using Cross Border eCommerce



There are several examples of international brands trying to make an India Entry. Many of them may find it difficult to succeed giving the complexity of selling to the Indian consumer

Any apparel brand that wants to make inroads into the mass consumer market in India should keep in view that selling products at 40 US\$ Plus limits the potential consumer based and also needs huge investment in prime retail space, staff, inventory, management, marketing and more.... and if volumes don't kick in then it will simply be a matter of time that they will need to relook at their strategy.

Indian consumers like to buy apparel in the range of US\$ 7 - 15. International Brands who want to enter India should consider Cross Border eCommerce as a strategy to test the market. www.ndcommerce.in works with brands on Cross Border eCommerce

Contact mukund@ndcommerce.in to know how to get your international brands sold in India using cross border eCommerce