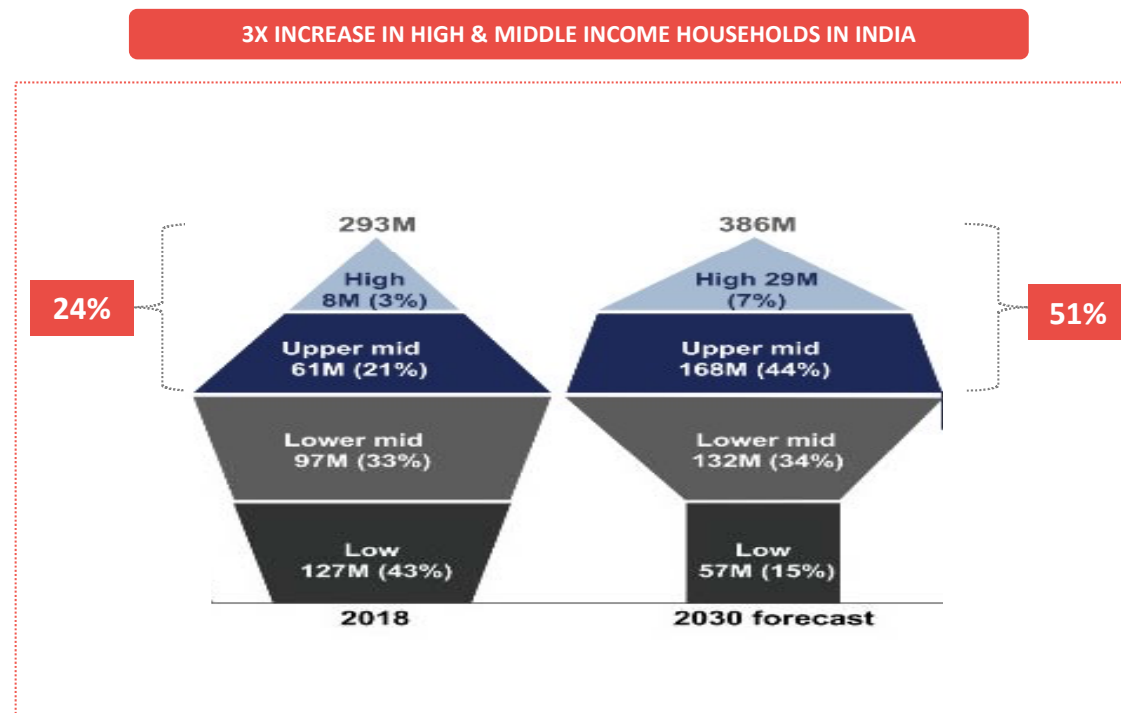


# Upscaling Non Chemical sustainably produced Food

Raj Seelam

Sresta Natural Bioproducts Ltd

# Consumers - Expanding Middle India



# Online Retail Boom

E-RETAIL IN INDIA IS ONLY EXPECTED TO INCREASE MULTIFOLD

## Online retail boom

India is set to become the third-largest online retail market globally, after the US and China, clocking \$350 billion in GMV by 2030.

**Gross merchandise value (GMV)  
for e-retail sector (in \$ bn)**



**500,000**

Total gig workers  
expected to be  
employed (2021)

**\$800 bn**

Size of India's  
digital economy  
(2030)

**\$1.5 trillion**

Total sales expected  
to be clocked by  
kiranas (2030)

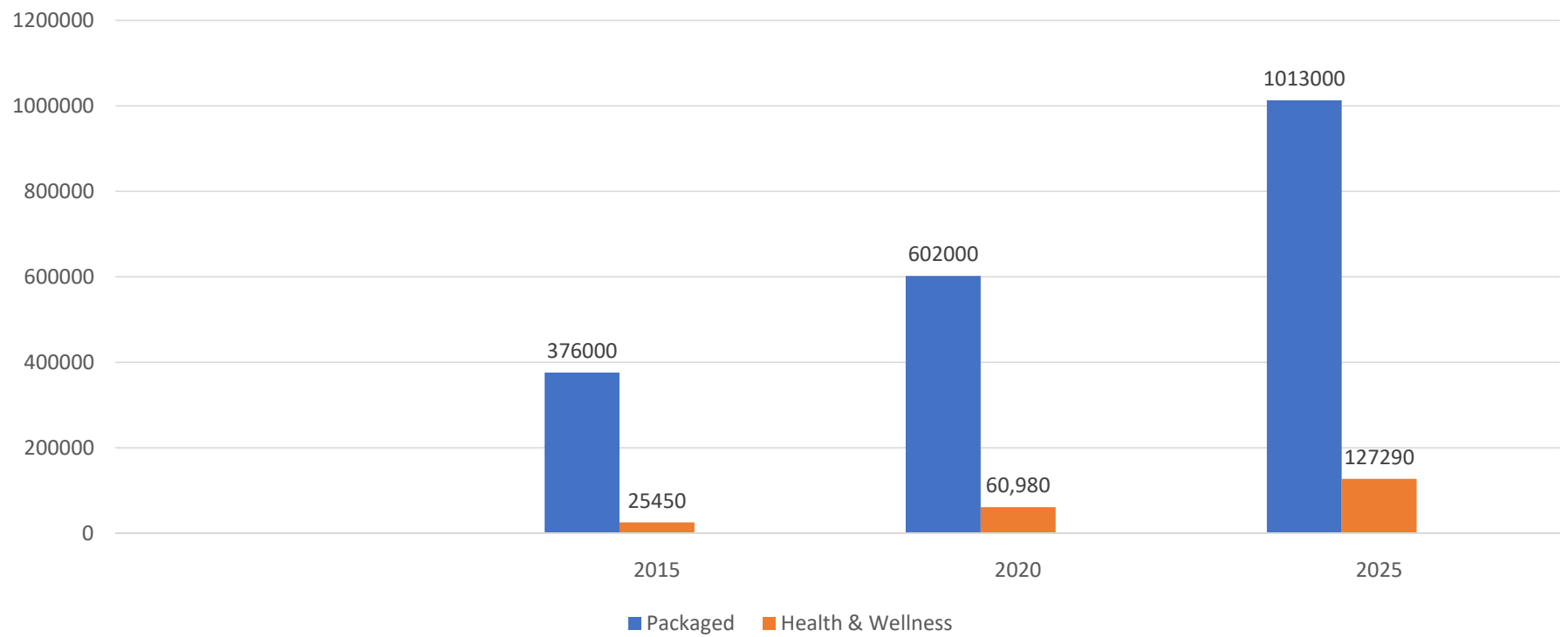
**\$150 bn**

GMV contribution of  
small-town shoppers on  
e-commerce (2020-2030)

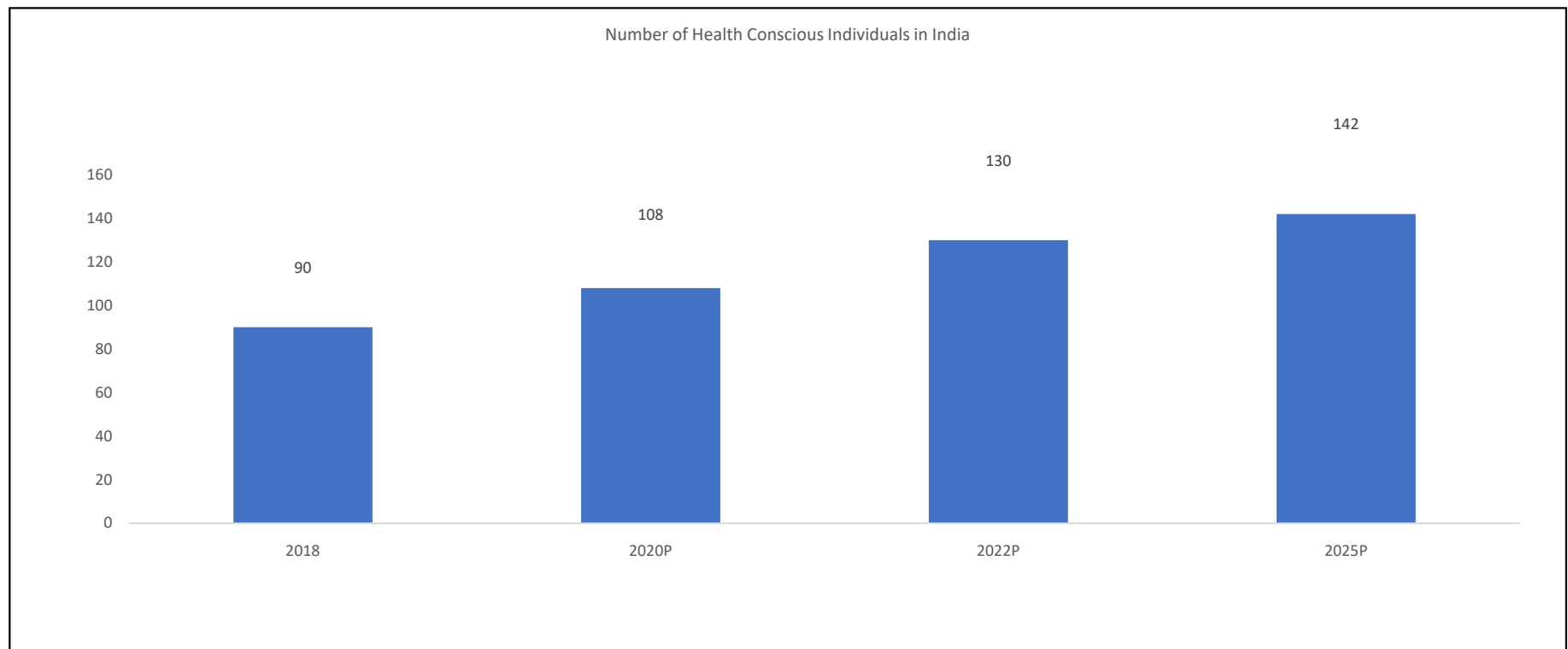
\*forecasts

Source: RedSeer

# Market Size



# Health Conscious Individuals



# Consumer Behavior

- Primarily driven by Health & safety
- Mostly Middle Class & above
- Adoption seen across the country

# Key Issues

- Awareness
- Trust

# Way forward

- Invest in Consumer Education
- Invest in Authenticity & Trust
- One standard
- Local markets