

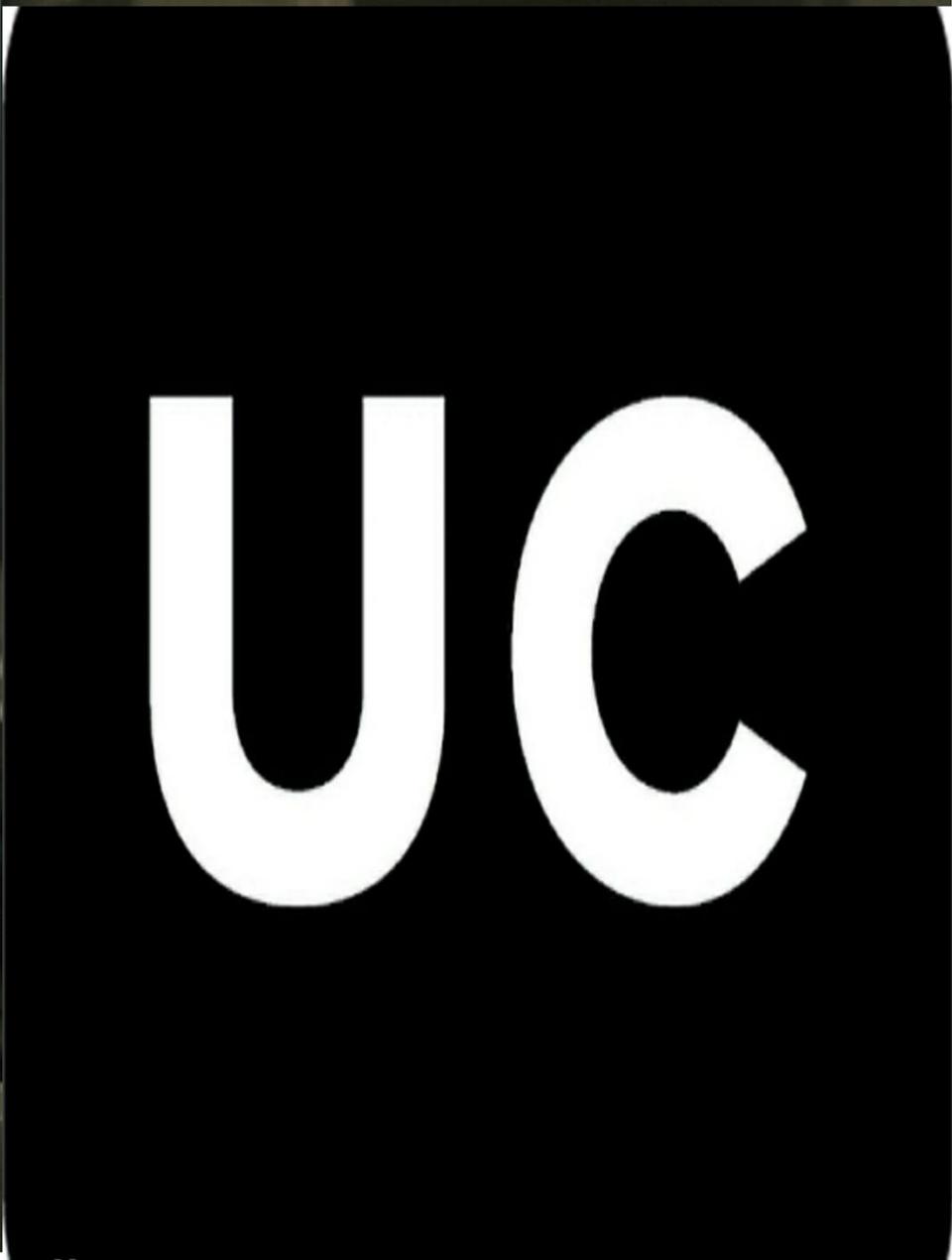
URBAN COMPANY

Name: Rutuja Dattatry Raut

Div: 2

Guidance of : Prof. Puja Gawande mam

**URBAN
COMPANY**

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UC

Founders



Abhiraj Bhal
CEO & Co-founder, Urban
Company
Abhiraj is responsible for
marketing and product
growth at Urban Company



Raghav Chandra
CPTO & Co-founder,
Urban Company
Raghav leads technology
and product development
at Urban Company.



Varun Khaitan
COO & Co-founder,
Urban Company
Varun is responsible for
operations and service
provider on-boarding at
Urban Company.

Vision And Mission

➤ Vision

Urban Company's vision is to empower millions of professionals worldwide to deliver services at home like never experienced before.

➤ Mission

Our Mission is to empower millions of service professionals by delivering services at-home in a way that has never been experienced before.

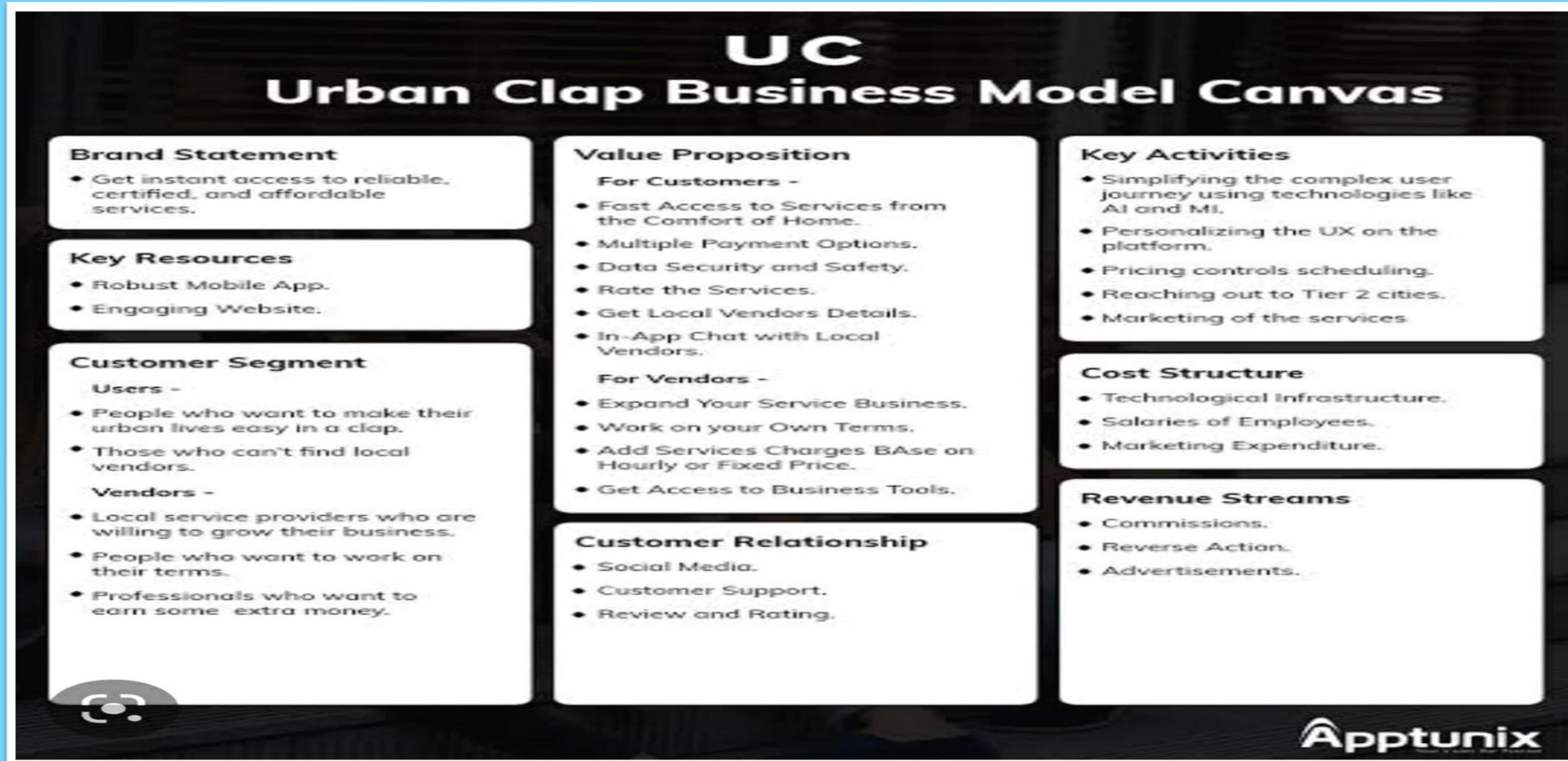
Lockdown impact

- Urban Company acquires 33% new customers Home services startup UrbanClap, which has now been renamed to Urban Company, acquired 33% new customers during the coronavirus-induced lock down. It serviced and repaired appliances in 5 lakh households since the nationwide lockdown was announced on March 25.
- Of this, the company has serviced and repaired ACs in 4 lakh households across India. "There was a large pent up demand in the market and Urban Company was able to serve consumers while ensuring service professionals followed all the safety protocols," the startup said in a statement today. "March to June is usually the peak summer season where we see tremendous demand for appliance repair services.
- But, this year, due to the COVID-19 outbreak and nationwide lockdown, we were not operational for much of the summer. However, once services were allowed and the lockdown was lifted, we've seen huge demand from consumers

Policy

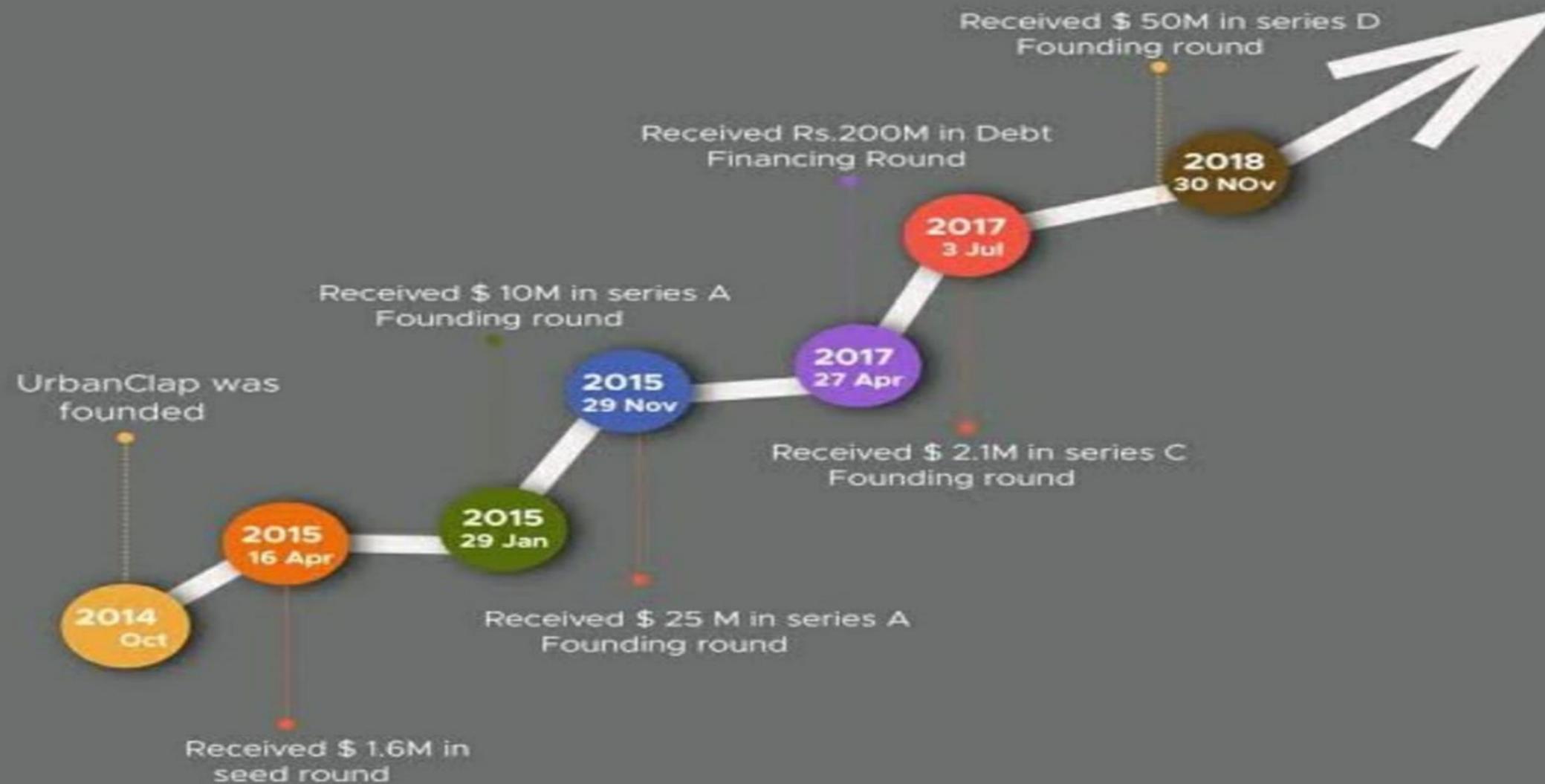
- **Feedback policies** : while feedback is intended as an open forum, we have guidelines and policies to ensure it's used constructively and fairly.
- **Member behavior policies**: when , we expect that you and your information are treated in a respectful manner, and that you afford other members the same courtesy.
- **money back guarantee policy** : in most cases, we guarantee that you'll get your item or your money back.
- **Listing policies** :find out everything you need to know about our rules for creating listings, and get advice on how to make your listings more successful.

Business model



Fund raising

Urban Clap (Now Urban Company) : Success Timeline



GOVERNMENT POLICIES AND INITIATIVES FOR ECOMMERCE SECTOR IN COVID

- • Many initiatives/schemes have been announced by the government of india, namely digital india, make in india, start-up india, skill india,etc., To promote e-commerce. The proper implementation of such programs will likely support the growth of e-commerce in the nation.
- Some of such initiatives taken by the government to support e-commerce in india are as follows –* national retail policy
- The government had recognised five areas in its national retail policy: ease of doing business, rationalisation of the licensing process, digitisation of retail, focus on reforms, and an open network for digital commerce, stating that offline retail and e-commerce need to be administered integrally.*
- Mou for cashless and transparent payment
- • Government e-marketplace signed a memorandum of understanding with the union bank of india to facilitate a cashless, paperless, transparent payment system for various services in october 2019.
- • * Digital india movement
- • Under the digital india movement, the government of india launched various initiatives like umang, start-up india portal, bharat interface for money (BHIM), etc., To boost digitisation.

EFFECTS ON ECOMMERCE SECTOR IN COVID

- • Opportunities for consumers- competitive prices, deals, and efficient delivery, along with the convenience of avoiding long queues, have entirely altered the buying experience.
- • Moment for start-ups- online retailers have maintained and grown their base of online consumers by granting options for payment on delivery and return policies with attractive deals and discounts. E-commerce in India is booming because of increased access to the internet. This generates diverse business opportunities that will encourage organisations to become more up-to-date and enable increased competitiveness.
- • Ease of access- growing internet usage at affordable rates and the rise of smartphones lead to easier access to e-commerce. This connectivity enables services like booking train/hotel/cab/movie tickets, mobile and electric bill payments, placing online orders, etc. Logistics- logistics is one of the significant challenges confronting e-commerce players. Local logistics firms in India are usually not up to satisfying the requirements of e-tailers; hence e-commerce firms have to make substantial investments to build their own logistics.
- Infrastructure- e-commerce players also need to upgrade the infrastructure to overcome payment difficulties, create offline presence, execute more push-marketing, manage price-sensitive consumers, and compete globally.
- Competitive analysis - e-commerce companies have to focus on matters pertaining to rapid additions of customer segments and product portfolios. Information should be gathered related to market intelligence on growth, size and share, and managing multiple
- customer engagement platforms to expand into new geographies, brands & products; while simultaneously controlling a very competitive pricing environment

**THANK
YOU!**

Have a
great day
ahead.