

Online Event
'Go Digital with E-commerce Websites'
Thursday, November 18, 2021 from 04:00 p.m. to 05:30 p.m.

Dear Sir/Madam,

IMC Chamber of Commerce and Industry through its Navi Mumbai expert committee is organizing an online event **"Go Digital with Ecommerce Websites"** as per following details:

Day and Date : Thursday, November 18, 2021

Time : 4:00 p.m. to 5:30 p.m.

Platform : Online

The Internet is an integral part of our lives. Either it's about choosing the right route for your destination, or, researching before purchasing something, the internet has covered it all. Especially during the times of COVID-19, consumer behavior has witnessed a shift towards online shopping. It is the right time for small businesses to go online and get benefitted from it.

It is evident that technology will be a crucial factor in defining the success and competitiveness of Indian MSMEs at both national and global levels. The digitization of millions of MSMEs should be a top priority. By adopting e-commerce, MSMEs may gain significant benefits, such as increased revenues and margins, improved market reach and access to new markets, savings in marketing cost, customer acquisition and enhanced customer experience, etc.

Ecommerce does have its own benefits, however, many small businesses are not aware about its benefits and even don't know how to list their products with the existing E-commerce websites like Amazon, Flipkart etc.

The IMC's Navi Mumbai Expert Committee is taking initiative by organizing this talk to raise awareness about the benefits of the listing of products on Ecommerce Websites for small retail businesses, women entrepreneurs etc. and to guide them on how to list their products on those platforms. The event will also address the strategies that need to be implemented in order for a business to succeed on an Ecommerce platform.

The esteemed speaker is:

Mr. Vipul Kedia, Managing Director, V K Ventures Pvt. Ltd

Speaker's Profile:

Mr. Vipul Kedia is a serial entrepreneur. He has completed his higher education from Narsee Monjee Institute of Management Studies (NMIMS), Mumbai. After successfully marking his dent

in the travel segment, he also made stint in telecommunication sector. Today, his company is known for enabling local shops get online in India's leading E-commerce platform.

We encourage you to attend this session to explore how E-commerce may help you enhance your business revenue by going digital.

There is no participation fee. However, access is only through registration.

To register for the event, use the link: <https://www.imcnet.org/events-1307>

For more details and help in registration, you may contact Mr Nitin Bhapkar at nitin.bhapkar@imcnet.org or on hand phone +918850030849.

Upon registration, we will share the login details for participation in the event.

We do hope you will be able to seize this opportunity and participate on November 18, 2021.

Regards,

Ajit Mangrulkar
Director General