



# THE BUSINESS OF APPAREL

Udaan, a prominent business-to-business (B2B) marketplace, is India's largest distribution platform and trustworthy ecosystem of brands, manufacturers, and traders who engage in free trade with retailers. **Bindu Gopal Rao** profiles.



@Udaan **udaan**

B2B marketplaces are playing a pivotal role in helping businesses grow, especially in the current situation wherein business houses face various competitive and complex challenges that hinder their growth. Udaan is one such platform that, today, stands as an established business-to-business bazaar, bringing together a plethora of products under one roof. Started in July 2016, it has successfully worked towards bridging the gap between manufacturers, traders, brands, and retailers.

## MAKING A DIFFERENCE

Udaan caters to almost every major Indian business category including clothing and accessories, electronics and appliances, grocery and Fast-Moving Consumer Goods (FMCG), home and kitchen, footwear, stationery and office supplies, and pharmacy. Countrywide, Udaan has a vast distribution network, scaling to over 900 cities in India, wherein its



channel includes 11.5 lakh+ retailers and over 19,500 traders and manufacturers from across more than 25 cities. Udaan’s expertise lies in its ease of operation, ever-expanding reach, partner-friendly policies ensuring swift product listings on the platform, experimentation, and most importantly, a promise to grow. Owing to its services such as credit, doorstep delivery, and easy and supportive return policy, it has become the first choice for all, including retailers, traders, manufacturers, and brands.

“We partnered with Udaan over a year and a half ago. As we continued to work together, we realised Udaan’s potential. We had to employ two people to only pack and process Udaan orders, and even then, we were unable to manage the influx of orders. Overall, the experience has been superb and we look forward to continuing to work with Udaan,” says Rohit Negi, Brand Owner, Laurels, Ghaziabad. Retailer Aakash Goyal, Shreejee Bags, Jaipur, seconds this. He says, “Finding the right selection was always a problem. But after working with Udaan, I have been able to identify traders and manufacturers that are able to offer me good quality, competitive pricing and most importantly, a diverse range of designs. As a result, my business has grown tremendously and my customers are very happy.”

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**APPAREL MATTERS**

As far as the apparel sector is concerned, Udaan has over 10,000 traders and manufacturers and more than three lakh retailers with over nine lakh live designs that are available for sale. Udaan is involved in transacting over 2,000 tonnes of clothing orders everyday; it also conducts exclusive sales and distribution events for its partners, the end result of which (in the clothing segment) shows exciting and encouraging results. This includes one order placed every two seconds, with a total of 1.12 lakh orders, with two out of three orders dispatched the same day, which translates to a total of two lakh hours spent viewing more than seven lakh designs, and 40 per cent of orders placed on credit. “Udaan

## BRAND PROFILE



is the modern business-to-business souk that assists brands in reaching out to markets instantly and with greater cost efficiencies. From the clothing segment, we have partnered with some of India's top-of-the-line brands, including Lux, Rupa, and Lyra in innerwear, Toodles, Magic Train, Maple, Kinder Choice, Crazy Girl, and Ahhaaaa in kidswear, Ruf & Tuf, Newport, Mafatlal, and Advance-18 in menswear, Gajiwala, Mahaveer Fashion, Bahubali, Tejoo Fashion, and many more in womenswear," says Shraiya Aggarwal, Senior Marketing Manager, Udaan.

### UDAAN ADVANTAGE

Traders and manufacturers, as well as brands, are always looking for ways to grow their business by selling more products to more and more retailers.

Udaan helps these traders and brands to safely sell through its marketplace. It provides them with an opportunity to tap into an untapped market, by way of providing easy access to a large, new audience base. "If you are a manufacturer and looking at distributing your products to retailers, or if you are a distributor and are looking at expanding your sale channels, then you must partner with Udaan for a number of reasons. For instance, it has an extremely low cost of entry. Brands and manufacturers do not have to create or develop their own e-commerce platform. You do not have to spend on marketing because Udaan brings in retailers and drives sales. An easy-to-set-up account also enables easy listings. You will not have to spend years setting up a storefront. Instead, you just need to create an account and load your product information to start selling," says Aggarwal.

The primary advantage of Udaan is the access that one gets to an already-engaged audience. This extends a brand's reach to new customers nationally. Udaan is also a great way to test out new products with different markets, wherein you can hand-pick a few products and check the response on the same. Depending on their

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success, you can pull or push out the products. If you are a retailer who is looking at purchasing a variety of products at competitive prices and great quality, then Udaan is the place for you. “A successful retail business significantly depends on offering the right product, at the right price, and at the right time. With Udaan, you have an option to pick and choose the best-suited product for your market. Working hand-in-hand with Udaan, you will be able to smoothly multiply your sales and grow your business. Udaan will not only provide you with access to products from all market hubs but also ensure that you are able to offer your customers good quality at the right price. On partnering with Udaan, you can also save on cost overheads, effort of travelling, and identifying latest products to purchase and so on, while you’re attending customers at your store,” she adds.

**FAVOURABLE POLICIES**

Udaan has established several friendly policies with the objective of faster listings on the platform. Clients have the freedom to try new products from across the country without the fear of being stuck with poor-quality products, whilst being able to identify a set of traders and brands that fulfil their specific needs and markets.

“Lending credit to any business party in the present market arena can prove fatal unless and until one holds a solid credential. Udaan renders credit, takes risks, and supports the industry as a whole, making it possible for retailers to buy from markets thought to be impenetrable, and helping sellers connect with thousands of retailers from across the country. This has resulted in the dawn of a new kind of business arrangement, where retailers are growing at a phenomenal pace and traders are confidently launching newer products and brands. Udaan has successfully extended credit to around 2,00,000+ retailers all over India, with an aim to enable credit to over 50 per cent of retailers by the end of the year,” says Aggarwal.

**BUYERS SPEAK**

Buyers agree that the platform has helped them. Manufacturer Aman Yadav, Kaezri, New Delhi, says, “When we partnered with Udaan, our aim was not only to sell but also build a brand. We have successfully launched branded items exclusively on Udaan and received an overwhelming response. With Udaan, I have seen many people in my fraternity grow tremendously in a very short time.” Brands, too, have found that the platform has aided in making purchasing decisions simple. “When I started my business, I was not sure of how to begin and how to get the right collection for my store. But when I found out about Udaan, I was extremely relieved. I have been able to order inner wear, kurtis, and tops, all on Udaan. At the moment, over 90 per cent of my in-store stock has been ordered on Udaan, which has been my guiding light,” says Saavi Jagtap, Saavi Ladies Shop, Pune. And certainly, the platform needs no better validation than actual users, who are arguably its best ambassadors. ■