

CupoNation partners with ABP Live to strengthen its positioning in India

31 MAY 2017, GURGAON

SUMMARY

CupoNation, a globally leading operator of online savings destination platforms, announced its partnership with 'ABP Live' today, expanding its reach in terms of offering savings opportunities for all online shoppers in India.

CupoNation, a globally leading operator of online savings destination platforms, aims to expand its reach by partnering with ABP Live. The new website enables users from India to discover the best opportunities to save money when they shop online from all retail stores and brands on coupons.abplive.in.

«Our partnership with ABP News Network, one of the most well-known media houses in India, enables us to strengthen our position in one of the largest and fastest growing retail markets worldwide. Together, we will be able to provide Indian online shoppers with the best saving opportunities», says Mayank Sharma, Managing Director, CupoNation South East Asia.

According to a recent study by Forrester Research, India is the fastest growing e-commerce market in Asia Pacific. The Indian market is currently about US\$16 billion (Rs 106444 crore), but expected to reach US\$64 billion (Rs 425776 crore) by 2021. A study by Deloitte states that the number of online shoppers of total internet users is going to increase from 11% in 2015 to 36% in 2020. At the same time, online basket sizes are expected to rise from US\$247 (Rs 16175) to US\$464 (Rs 30385) in the next three years. Coupons currently are regularly used in about 15% of all e-commerce transactions. According to a study by CupoNation, close to 85% of Indians once used coupons before they actually shop online.

CupoNation launched its first savings platform in India in September 2012. Today, the company operates in 19 markets on five continents around the world. CupoNation is part of the Global Savings Group, which operates more than 50 platforms across five continents, represented by brands in about 25 countries with a US\$ 500 billion (Rs 3326375 crore) e-commerce market. CupoNation is additionally seen as a clear market leader in many markets in the online vouchers and savings segment.

Together with CupoNation, ABP Live will provide online shoppers the most comprehensive selection of online coupons and deals, supported by a network of partners that include online shops and

brands such as Amazon, Flipkart, Paytm and much more. This partnership aims to generate significant value for e-commerce players and advertisers, helping them drive “discount savvy users” to their portals, thereby increasing revenues.

«ABP Live has grown exponentially since its inception. It now stands strong at 330 million page views and 30 million unique visitors per month. It aims at benefitting its clients as well as the viewers through various associations. In its association with CupoNation, it will provide value to its partner in strengthening their reach in the Indian market», says Operating Officer, ABP News Network.



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