

Festive sale in e-commerce platform will add 25 million customer

India's two largest e-commerce platforms Flipkart and Amazon arrange their annual festive sales – the Big Billion Day Sale and Great Indian Festival Sale, for making a big profit for the year. Consulting firm Redseer's Online Festive Forecast Report 2020 is expected that nearly 160 million people will shop online in the festive sale of 2020 compared to 135 million in 2019 due to pandemic.