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The Global Postal Network – Key to providing universal access, delivery and payment services to support ecommerce in rural areas

UNCTAD e-commerce week

18 April 2016



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DELIVERING ECOMPRO
DELIVERING PRODUCTS
DELIVERING E-COMMERCE...

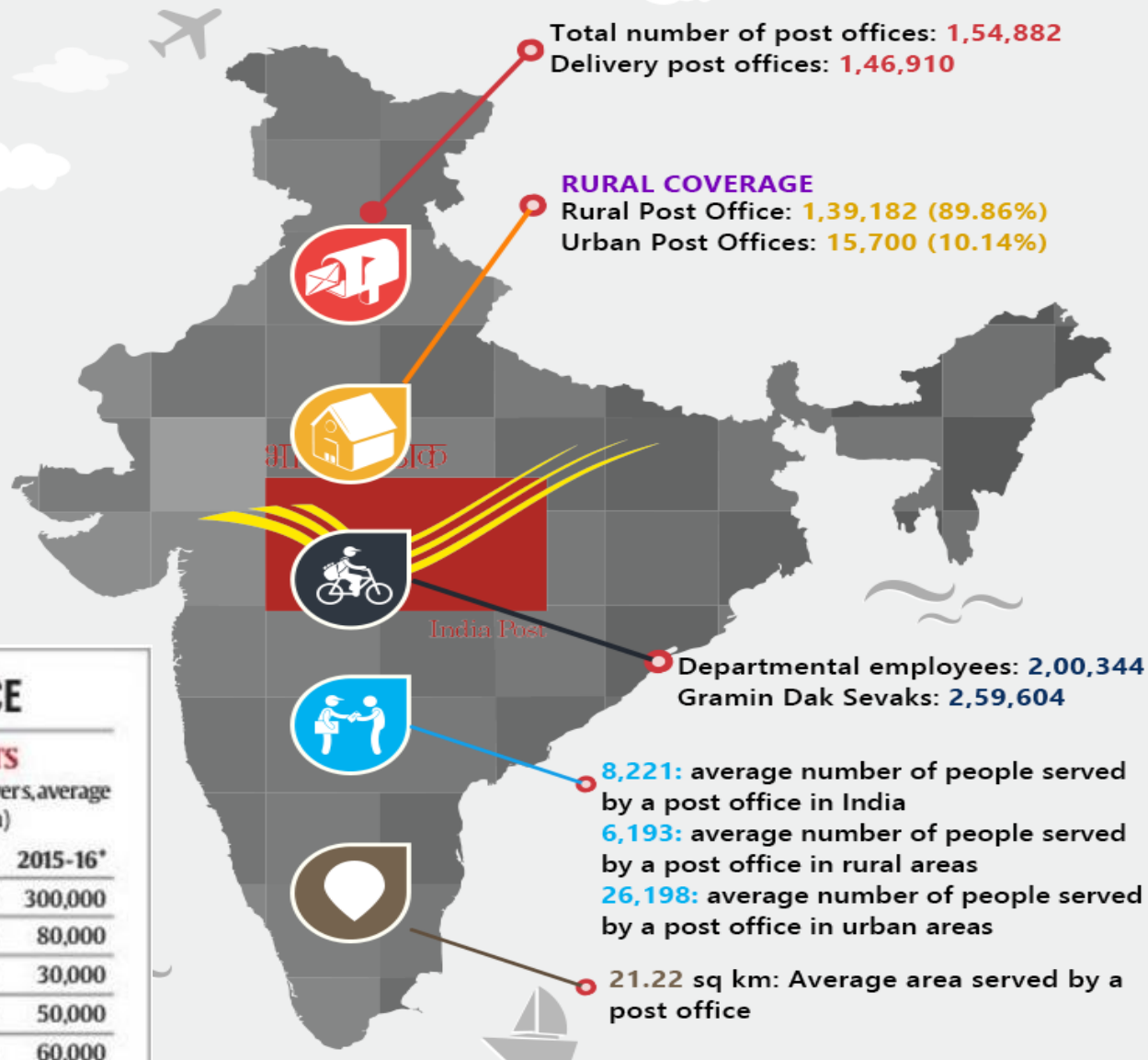
192 member countries, one single postal territory for all postal exchanges

- 640,000 public post offices world-wide
- Three-dimensional network: physical, financial, electronic services
- Unmatched network with rural depth
- Example: 80% of post offices in Sub-Saharan Africa located in smaller cities and rural areas




Case example: India

THE SCALE OF INDIA'S POSTAL NETWORK (AS OF 31-MARCH-2014)



POSTING GROWTH WITH E-COMMERCE



COD SEGMENT
(In Rupees Crore)

2013-14	100
2014-15	500
2015-16*	1,000

CONSIGNMENTS
(Major e-comm players, average numbers per month)

	2014-15	2015-16*
Amazon	50,000	300,000
Snapdeal	35,000	80,000
Flipkart	—	30,000
Myntra	—	50,000
Yepme	—	60,000

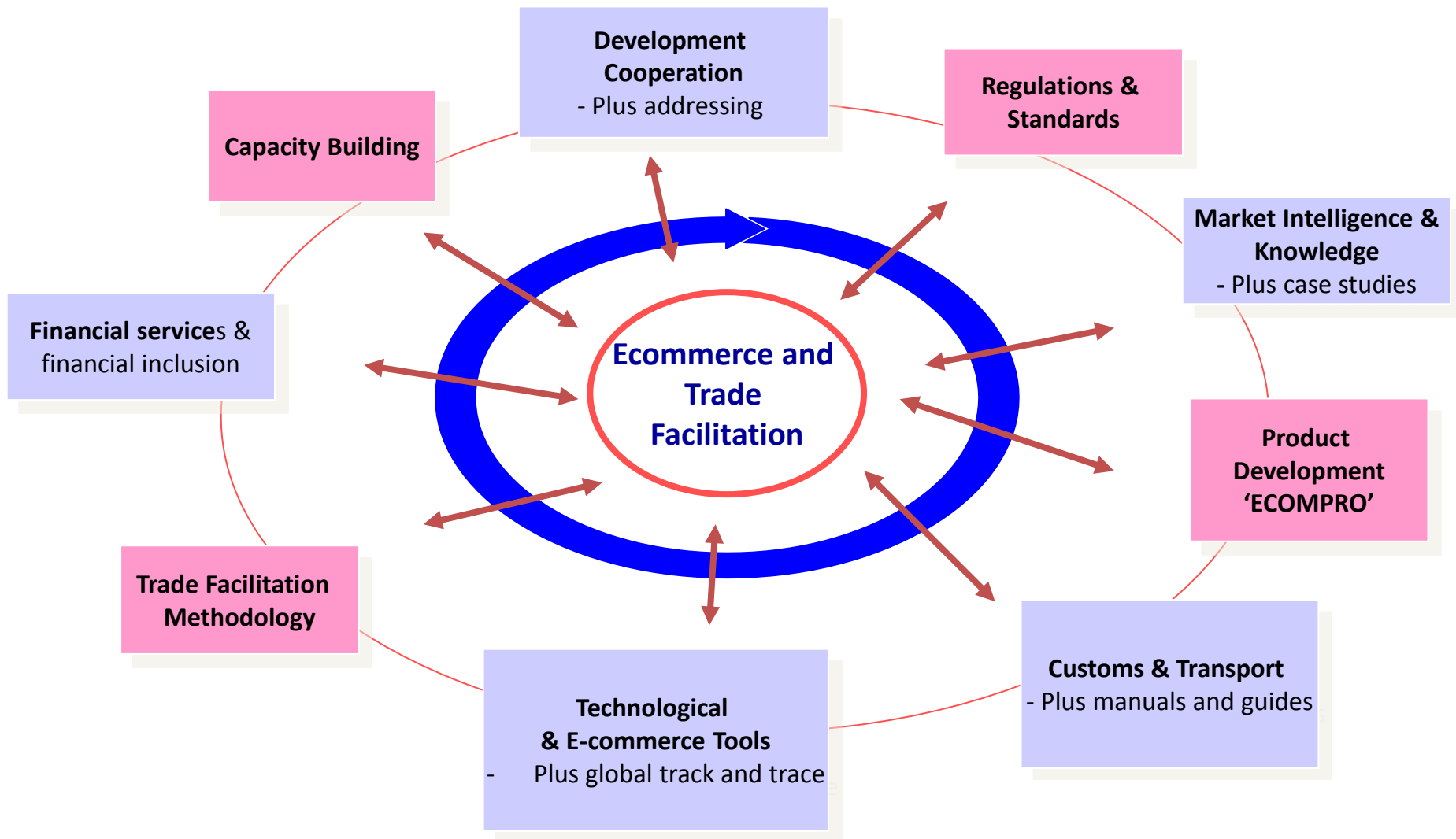
*2015-16 figures till December 2015. COD: Cash on Delivery.
 Source: Department of Posts

Strategy

- Partnerships with e-retailers for the fulfillment of online orders
- Cutting time and transport by placing postal operations inside e-retailers' warehouses
- Customer-fitting payment method (cash-on-delivery)

Challenges

- Rural transport, electricity, and internet (data) infrastructure
- Integration of postal and e-retailers' systems for real-time visibility of deliveries and payments
- Last-mile distribution of e-commerce items





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Thank you

Comment? Questions?