

THE INDIAN GROUP-BUYING SITE MYDALA.COM BEGAN IN 2009 TO PROVIDE DEALS TO CUSTOMERS ALL OVER THE COUNTRY IN A GROUP SETTING. IT HAS ALREADY REACHED A SUBSCRIBER BASE OF 5.3 MILLION. IN AN EXCLUSIVE CHAT WITH VARUN JAIN, MYDALA'S FOUNDER AND CEO ANISHA SINGH SAYS FOR GROWTH, THE COMPANY IS FOCUSED ON THE TRANSACTING USER BASE AND THE REGULAR ONLINE BUYERS, AND IS 'PROFITABLE IN TERMS OF WHERE IT IS HEADING'



Anisha Singh, Founder and CEO, Mydala.com

WHAT IS MYDALA.COM ALL ABOUT?

HOW DOES MYDALA MALL WORK?

traffic platform. Merchants prefer

“The group-buying market has begun to mature now”

HOW HAS THE JOURNEY BEEN SO FAR?

are not profitable but we are profitable

profits back into the business to keep

WHY DO YOU THINK GROUP-BUYING SITES HAVE BECAME POPULAR?

If I keep ploughing my profits back into the business, it is a choice. Technically we are not profitable but we are profitable in terms of where we are.

WHAT ABOUT YOUR MARKETING STRATEGY?

FOR DOING E-COMMERCE IN INDIA, OUR MEASURING GAUGE WAS NEVER THAT EVERY ONE IN INDIA SHOULD SEE US. RATHER, IT WAS ABOUT THE TRANSACTING USER-BASE SEEING US AND THE REGULAR ONLINE BUYERS BUYING FROM US

thinks he can make a decent profit

ARE YOU PROFITABLE?



interview

**HOW DO YOU LOOK AT THE PRESENT
COMPETITION IN GROUP BUYING?**

**HOW DO YOU MAKE MONEY IN THIS
BUSINESS MODEL?**

**WHAT KIND OF MARKET RESEARCH YOU
DID BEFORE SETTING UP MYDALA?**

**HAVE YOU OBSERVED ANY CHANGES IN
CONSUMER BEHAVIOUR OVER THE LAST
COUPLE OF YEARS?**



Users are more active online today than ever before. They have also become a lot more tech-savvy. Indian consumers have started doing mobile Internet as well. They have also begun to transact.



WHAT IS THE USP OF MYDALA?

We researched and tried to find out

**ARE SITES LIKE YOURS GOING TO HARM
BRICK-AND-MORTAR STORES?**

was marketing through flyers in

WHAT WAS YOUR INVESTMENT?

**WHAT ALL VERTICALS DOES MYDALA
COVER?**

₹

