

Press release
23 Mar 2022

Mavshack Live launches e-commerce portal in India

One month after Mavshack Live entered the Indian market, the company is now launching its first product, a live shopping portal: mavshacklive.in. The website is already live and available for vendors to sign up and list their products whereas the commercial launch is scheduled for April 1st 2022. This site is a unique offering that targets the millions of small and medium enterprises (SMEs) in India that don't have their own website and aims to enable them not just to list their products like other e-commerce portals but also to have live/recorded videos whenever they want along with optional live chats with their viewers/buyers so that they can have a much stronger connect and better engagement with their customers. Mavshack Live will earn revenues on a commission basis on every product sold where the commission structure is different depending on the price of the product and the category that it belongs to.

The mavshacklive.in portal brings the video and live video experience from European e-commerce, which is still a very nascent field in India with very few players offering this facility. Here buyers will be enthralled not just with cherry picked products that offer great value as well as utility but also explained the value and usability of these products in videos by experts and influencers from social media. During live telecasts, buyers will even be able to chat with these experts/influencers and ask them questions which will get answered right there and then.

"The Indian e-commerce story is well known with the market having already touched USD 84 Billion in 2021 and is estimated to be worth USD 200 Billion by as soon as 2027. A McKinsey study has predicted that anywhere between 10-20% of this market will be live commerce[^]. This new and evolving field promises exponential growth in the near future and Mavshack is positioning ourselves to take advantage of it by being one of the early players."* says Anand Jhingan, Head of Business Development who is overseeing the Mavshack Live expansion in India.

"Ever since we broke onto the Live Shopping scene in Sweden, we have been researching on how to bring this business to the fast growing Indian market and after doing our due diligence and hiring the right people, we have decided on a model that brings together smart value products and videos about them with buyers who want more than just a dormant e-commerce experience. We will keep learning, evolving and tuning ourselves so that we can continuously adjust ourselves to the market needs and hence keep growing."; says Tommy Carlstedt, CEO, Mavshack AB.

Visit mavshacklive.in or mavshack.live for more information.

For more information please contact
CEO Tommy Carlstedt, Phone +46 8 12451790

*<https://www.statista.com/statistics/792047/india-e-commerce-market-size/>

**<https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/its-showtime-how-live-commerce-is-transforming-the-shopping-experience>

About Mavshack

Mavshack is a global software company specializing in streaming. The company's primary product is a proprietary and cloud-based platform for live shopping with which brands can produce live and interactive video content for marketing purposes. The platform enables companies to offer digital shopping experiences that can be distributed via websites, social media and other digital channels. Mavshack's live shopping venture was started in 2020 and is headquartered in Stockholm.