

## Jabong to launch technology lab for big innovations

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[http://articles.economictimes.indiatimes.com/2015-01-10/news/57913081\\_1\\_technology-lab-e-commerce-big-data-platform](http://articles.economictimes.indiatimes.com/2015-01-10/news/57913081_1_technology-lab-e-commerce-big-data-platform)

Online fashion retailer Jabong is launching its first technology lab in the country, as the e-commerce major looks to leverage technology to innovate across multiple platforms, including search, data and marketing.

The company will be launching its first 'Jabong Lab' in Bangalore next week, and will look to hire about 100 employees with strong technology credentials, to work across multiple projects such as personalisation, platform architecture, and promotions, among others. About 25 people have already been hired.



"The main focus of the lab is to innovate and focus on a lot of features using information technology... (to) create a centre which focuses more on innovations three or five years ahead of what we're doing today," said Praveen Sinha, managing director of Jabong. The company already has a separate research and development centre in Gurgaon.

The latest initiative by the fashion portal is in line with the strategy of other e-commerce companies that are increasingly banking on technology to strengthening their core back-end and supply chain operations and building big data platforms, in order to get greater insights into consumer behaviour.

In October last year, Snapdeal, India's largest online marketplace, announced its plans to build its big data platform, as the New Delhi-based company looks to gain deeper insights into the Indian consumer spending trends, and helps formulate brand strategies as well as develop technologies, relating to apps, payment gateways and logistics.

"The (Jabong) lab will focus on architecture overall, analysing it, creating something which is not there today, and what might emerge in the future, in terms of design and implementation. This will be futuristic and R&D enabled," Jabong's Sinha said.

Separately, Flipkart, India's largest e-commerce company, has also been reported to be on the lookout for technology ventures to boost its infrastructure.

The latest development comes at a time amid reports that Jabong has held talks to be acquired by global online retailer Amazon for about \$1.2 billion.

Jabong's parent Rocket Internet, along with Swedish strategic investor Investment AB Kinnevik, has also announced that it plans to combine its top fashion e-commerce businesses, to create a new global fashion e-commerce group.

"The focus is on that at the moment. The rest (acquisition) is absolutely speculation," said Sinha.

It was earlier reported that the company's revenue tripled to Rs 438 crore in the year to March 2014, compared to the previous fiscal, while losses narrowed by about 8% to Rs 293.4 crore over the same period, according to documents filed with the Registrar of Companies.