

M-commerce may Contribute 70% of Online Shopping Revenues

NEW DELHI Shopping online through mobile phones is expected to be a game-changer shortly and industry experts believe that m-commerce would contribute up to 70% of their total revenues. In India, the mobile internet traffic is now outweighs personal computer traffic, with a growing penetration of smartphones. India is all set to be a major m-commerce market. The marketing strategies for e-commerce start-ups will increasingly be tailored to suit the rising adoption of smart-phones, social media and improving customer experience across touch-points and platforms. Analysts at a vice-president and country manager at an IT giant said here.

Lemon Tree Hotels to Invest ₹600 cr by Next Fiscal, to Add 900 Rooms

NEW DELHI Lemon Tree Hotels plans to invest around ₹600 crore to open 900 rooms across India by the end of next fiscal year. "We plan to add 900 rooms across the country at an investment of around ₹600 crore by the end of next fiscal year." Lemon Tree Hotel Company president and chief operating officer for India, Rohit Pandey said. Out of these, 750 rooms will be in the five new hotels the company will be opening across over brands while 150 rooms will be added in Delhi, he said. Founded in Sept. 2002 by Ravi Wadhani, Lemon Tree Hotels Company is present owners and operates 26 hotels in 15 cities with 2,000 rooms and over 3,000 employees.

Uber Disciplines NY Manager Who Tracked Reporter's Travel Data

BELLAS Uber Technologies, which suffered criticism after an executive suggested the firm was willing to pay to investigate reporters' lives, took disciplinary action against a manager for tracking a journalist's movements. Uber had been taking Uber to an attorney of Josh Minkoff, general manager of its New York business, for following the whereabouts of a BuzzFeed reporter without her permission. The company announced the unexpected disciplinary action on Tuesday in a two-line statement: "Access to use of data is limited only for legitimate business purposes." New York Daily, an Uber spokeswoman said.

DLF to Focus on Fashion, Food and Entertainment for Upcoming Mall

NEW DELHI As shareholders catch wind of online retail for its products and electronics rather than going to physical stores, realty giant DLF has decided to shift focus in its retail mix at the biggest in India – to other categories like apparel fashion, food and entertainment. The new model is key for its ambitious project, named DLF Mall of India, which is being developed at an investment of ₹1,300 crore and the company expects an annual revenue of ₹300 crore from this property. The mall, with nearly 2 million sq ft of leasable area, is scheduled to open in March at a place near here.

Kent RO Systems Aims to be a ₹1,000-crore Co by 2016-17

NEW DELHI Water purifier maker Kent RO Systems is aiming ₹1,000 crore in revenue by 2016-17 on the back of rising demand for its products in non-metro cities and larger product portfolio. "Last year, we finished at ₹580 crore and this year, we are expected to close around ₹700 crore. Next fiscal, we are hoping ₹850-900 crore and then over ₹1,000 crore by 2016-17," Kent RO Systems chairman Mahesh Gupta said.