



Anubhav Kushwaha, the Business Strategy and Alliances Manager at Reasoning Global eApplications Ltd speaks about MartJack Exchange –a solution that enables any business to build an ecommerce website leveraging merchandise and customer service. According to him, it is a one-stop solution which connects suppliers and publishers, with huge customer base, with each other. We are basically involved in empowering ecommerce in every possible way.

Can you tell something about Reasoning and its products?

We, at Reasoning, are facilitating businesses develop their online channels and manage them easily with our flagship product – MartJack, an ecommerce platform offered on SAAS (Software As A Service)model. We are benefiting businesses further through MartJack Exchange –a solution that enables any business to build an ecommerce website leveraging merchandise and customer service. It is a one-stop solution which connects suppliers and publishers, with huge customer base, with each other. We are basically involved in empowering ecommerce in every possible way.

How was the idea behind Reasoning and MartJack conceived?

While ecommerce was in nascent stages prior to his launching Reasoning, Abhay Deshpande, the Founder and CEO founded Malamall.com Pvt Limited in 1998 in the Indian B2C space. It has 300+ local brands and franchise network at 30 cities in India. It was the few first of its kind in the ecommerce business in India. The website allowed visitors to shop for ecards, gifts, rakhis, and so on online, with delivery services to USA and UK. During his career span, Deshpande has created innovative consumer applications in the internet space and also involved in building successful businesses from scratch.

How did the founder of MartJack arrive at the idea of launching such a service?

Knowing the potential of ecommerce in India, and growth opportunity lies therein, Deshpande realised the need for a business and technological solution enabling retailers to start their online channels of business and manage them easily. While managing Malamaal.com, he had known ins and outs of an ecommerce business and wanted to bring out a solution that makes ecommerce easy. With his 14 years of experience across retailing, Internet, mobile,

Making eCommerce Easy for Online Retailers

Written by Chris Fernando

Sunday, 25 March 2012 21:55 -

ecommerce businesses, he founded Reasoning in 2006. Reasoning has been initially funded by a closed group of individuals and entities with strong investment and technology backgrounds.

Tell us about how you went about registering the company, the initial number of employees, the managing partners of the company and so on.

Company registration is a standard process in India processed by the RoC. We started with around 20 employees with Mr. Abhay Deshpande, Mr. Nitin Padmawar and Mr. Girish Kasliwal heading the management team. MartJack is a one-stop solution for ecommerce. It is a ready-to-use and easy-to-manage platform to start an ecommerce channel. No technological expertise is required to manage an online business powered by MartJack. Any business can go live quickly and efficiently with MartJack and reach millions of consumers across India without engaging any technical personnel.

What is the USP of MartJack? How is it different from companies such as Shopify for instance?

MartJack is designed bottoms up for Indian merchants and hence has a lot of India specific features, integrations and capabilities which differentiate it from other platforms. The approach has been to keep the platform simple and yet completely comprehensive to provide complete e-commerce capabilities for Indian retailers without requiring them to have in-house technology expertise.

What are the pre-requisites for a person who wants to open an online shopping site on MartJack? Do they need things such as a Merchant Account, Payment Gateway and so on?

Just to go live with MartJack, there are no pre-requisites. However, to do business online, a retailer has to get a payment gateway for which he needs to have a merchant account. Nevertheless, obtaining a payment gateway is not a big deal to the clients of MartJack as we assist them in obtaining and integrating the same. We support our platform's users in obtaining payment gateways and integrating the same. We are partnered with HDFC, CCAvenue, and EBS for getting payment gateways to our clients. However, clients must have merchant account to be linked to the payment gateway.

Did you encounter any hurdles while setting up the company?

Resistance from the retailers to change and accepting the idea of doing business online and understanding the great opportunity that lies in ecommerce, were the initial hurdles. We had to build the trust and persuade the first few clients to start their ecommerce channel of business. SAAS was a new concept in the initial years when we launched MartJack, and for the retailers it was all new hearing about software, buying and paying a monthly rent for the same to run their online business. Pooling up the initial investment, building a great technology team, dealing with market and customer challenges were few other major hurdles that we faced. Reasoning has been growing at over 150% YoY over the last 3 years.

What are your future plans for Reasoning and MartJack?

We are focused on taking ecommerce to the next level. We have been empowering retailers to start their online businesses and to utilize the immense opportunities therein. We have been keen on creating win-win situations for our clients and ourselves. We believe that our success

Making eCommerce Easy for Online Retailers

Written by Chris Fernando

Sunday, 25 March 2012 21:55 -

lies in the success of our clients and are devoted to the same for the couple of years to come. As with all startups our plan is to continuously grow and have a large base of satisfied and happy customers who get great business value from using our products and services.