

CUPONATION PARTNERS WITH ABP LIVE TO STRENGTHEN ITS POSITIONING IN INDIA

CupoNation, a globally leading operator of online savings destination platforms, announced its partnership with 'ABP Live' today, expanding its reach in terms of offering savings opportunities for all online shoppers in India.

Gurgaon, 31 May 2017 – CupoNation, a globally leading operator of online savings destination platforms, aims to expand its reach by partnering with ABP Live. The new website enables users from India to discover the best opportunities to save money when they shop online from all retail stores and brands on coupons.abplive.in.

«Our partnership with ABP News Network, one of the most well-known media houses in India, enables us to strengthen our position in one of the largest and fastest growing retail markets worldwide. Together, we will be able to provide Indian online shoppers with the best saving opportunities», says Mayank Sharma, Managing Director, CupoNation South East Asia.

According to a recent study by Forrester Research, India is the fastest growing e-commerce market in Asia Pacific. The Indian market is currently about US\$16 billion (Rs 106444 crore), but expected to reach US\$64 billion (Rs 425776 crore) by 2021. A study by Deloitte states that the number of online shoppers of total internet users is going to increase from 11% in 2015 to 36% in 2020. At the same time, online basket sizes are expected to rise from US\$247 (Rs 16175) to US\$464 (Rs 30385) in the next three years. Coupons currently are regularly used in about 15% of all e-commerce transactions. According to a study by CupoNation, close to 85% of Indians once used coupons before they actually shop online.

CupoNation launched its first savings platform in India in September 2012. Today, the company operates in 19 markets on five continents around the world. CupoNation is part of the Global Savings Group, which operates more than 50 platforms across five continents, represented by brands in about 25 countries with a US\$ 500 billion (Rs 3326375 crore) e-commerce market. CupoNation is additionally seen as a clear market leader in many markets in the online vouchers and savings segment.

Together with CupoNation, ABP Live will provide online shoppers the most comprehensive selection of online coupons and deals, supported by a network of partners that include online shops and brands such as Amazon, Flipkart, Paytm and much more. This partnership aims to generate significant value for e-commerce players and advertisers, helping them drive “discount savvy users” to their portals, thereby increasing revenues.

«ABP Live has grown exponentially since its inception. It now stands strong at 330 million page views and 30 million unique visitors per month. It aims at benefitting its clients as well as the viewers through various associations. In its association with CupoNation, it will provide value to its partner in strengthening their reach in the Indian market», says Avinash Pandey, Chief Operating Officer, ABP News Network.

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About CupoNation

CupoNation is a leading operator of savings platforms that enables users to discover the best opportunities to save from all stores and brands across all categories from anywhere around the globe. The company's team of savings experts looks high and low for deals, bargains, coupons, sales events and discount products. CupoNation collects all available potential savings information from online stores and integrates these into one website whilst enabling millions of customers to save significantly on their everyday online shopping each month.

CupoNation was founded by Gerhard Trautmann, Adrian Renner and Andreas Fruth in 2012. The company is headquartered in Munich, Germany and has additional offices in Amsterdam, Paris, Madrid, São Paulo, Gurgaon and Moscow. CupoNation operates in 19 countries with discounts from about 20,000 online stores and brands including Amazon, Flipkart, Paytm and many more. CupoNation is part of the Global Savings Group. Further information on CupoNation is available at www.cuponation.com and www.global-savings-group.com

About ABP Live

ABP Live, the digital arm of ABP News Network has 8 web portals in 6 regional languages Hindi, English, Marathi, Gujarati, Bengali and Punjabi. For news on the go we also have an award winning Mobile Application integrating all our language sites. It is the only news app that gives news in 6 different languages. It further provides live streaming of news to the users. ABP News Network is the fastest growing digital network worldwide since its inception in December 2013. Its remarkable growth can be gauged by the penetrative reach of 330 million pageviews and 30 million unique visitors as per Google Analytics.

ABP News Network Pvt. Ltd. is a well-recognized name in the industry and is regarded as number one network in the News Industry to provide quality News to the Television viewers about India to the world. Apart from the digital arm - ABP Live, ABP News Network has 4 TV news channels – ABP News (Hindi), ABP Ananda (Bengali), ABP Majha (Marathi) and ABP Asmita (Gujarati). For further information, please visit www.abplive.in