
Platform Economy: Evidence from Indian Market



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A b s t r a c t

Digitalisation has led to the emergence of technological advancement across the globe. The platform economy has also arrived in business as a by-product of these technologies. This paper aims to study the influence of platform economy with respect to the Indian market. The paper elucidates the transformation of organisations from traditional to platform business model. This paper also introduces innovative categories of platforms which are present in the Indian market. Such an approach is expected to create a fresh opportunity for business and scholars in strategizing opportunities for the future.

Keywords: *Digitisation, Platform, Indian market, Platform Ecosystem, Pipe business model, Multi-sided market, Network effect.*