



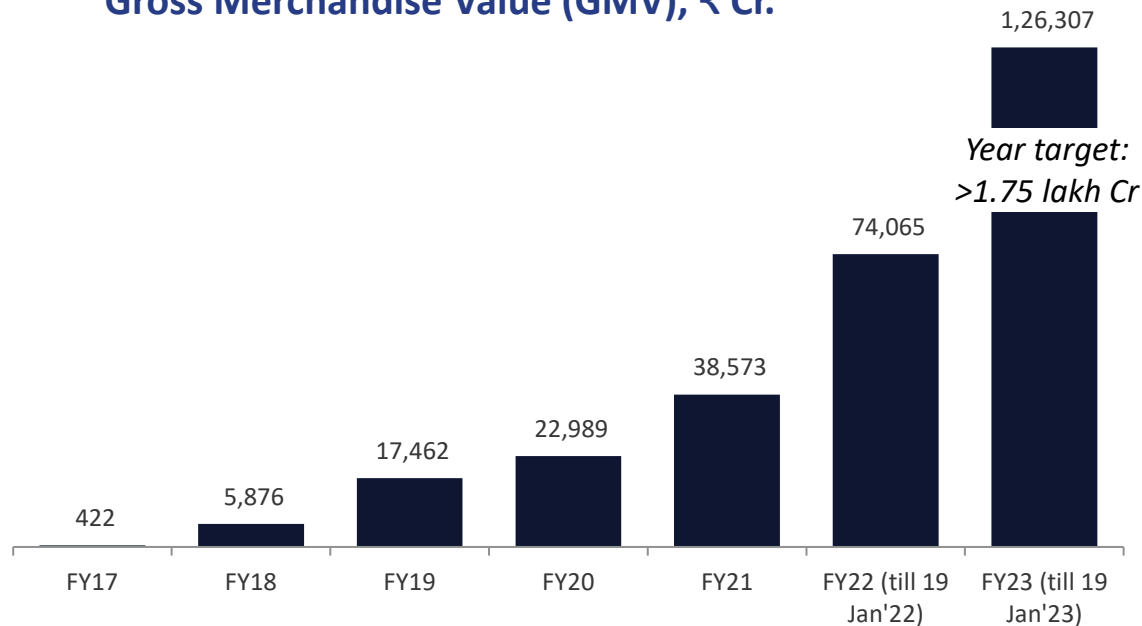
GeM : Journey

25th January 2023

GeM: Journey in numbers

Strong growth trajectory...

Gross Merchandise Value (GMV), ₹ Cr.



...with contribution across buyer segments

Buyer Category	GMV (₹ Crore)			
	FY20-21	FY21-22	FY21-22 (1 st Apr'21-19 th Jan'22)	FY22-23 (1 st Apr'22-19 th Jan'23)
Central Ministries	14,358	29,309	19,869	38,367
CPSEs	7,027	45,958	32,648	59,073
States	17,188	31,280	21,548	28,867
TOTAL	38,573	1,06,547	74,065	1,26,307

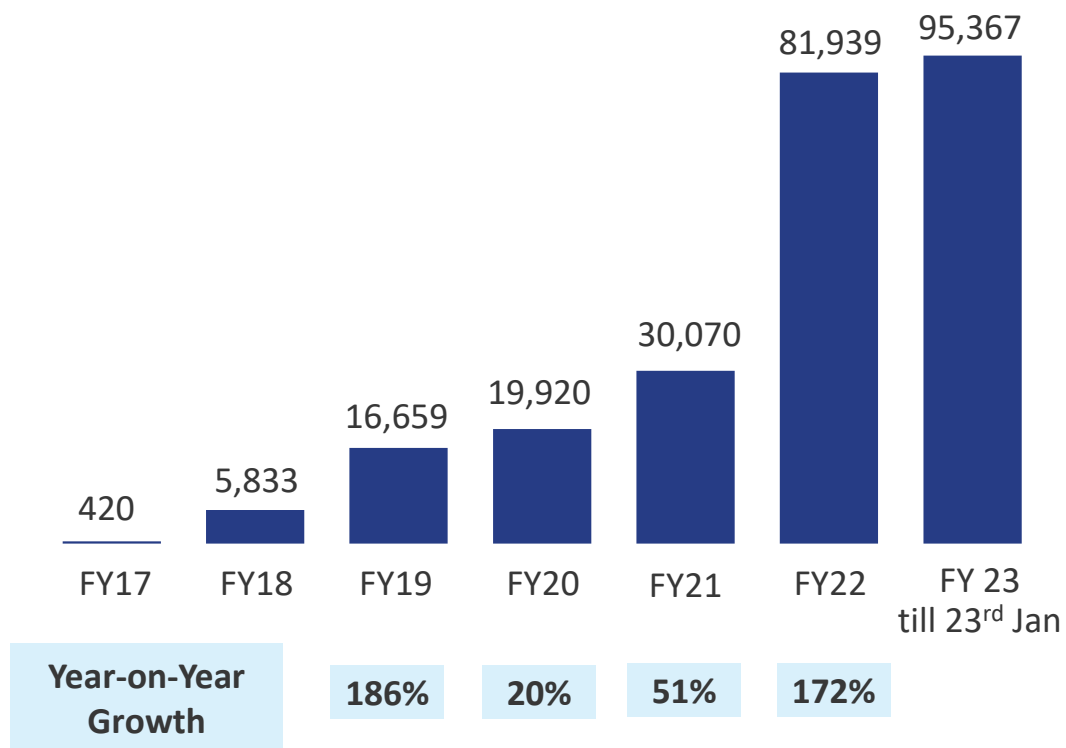
Since its inception, GeM has witnessed transactions worth ₹3 lakh crore in GMV

Business overview | Increasing ratio between services to product GMV

GeM has already surpassed last year's GMV for both products and services

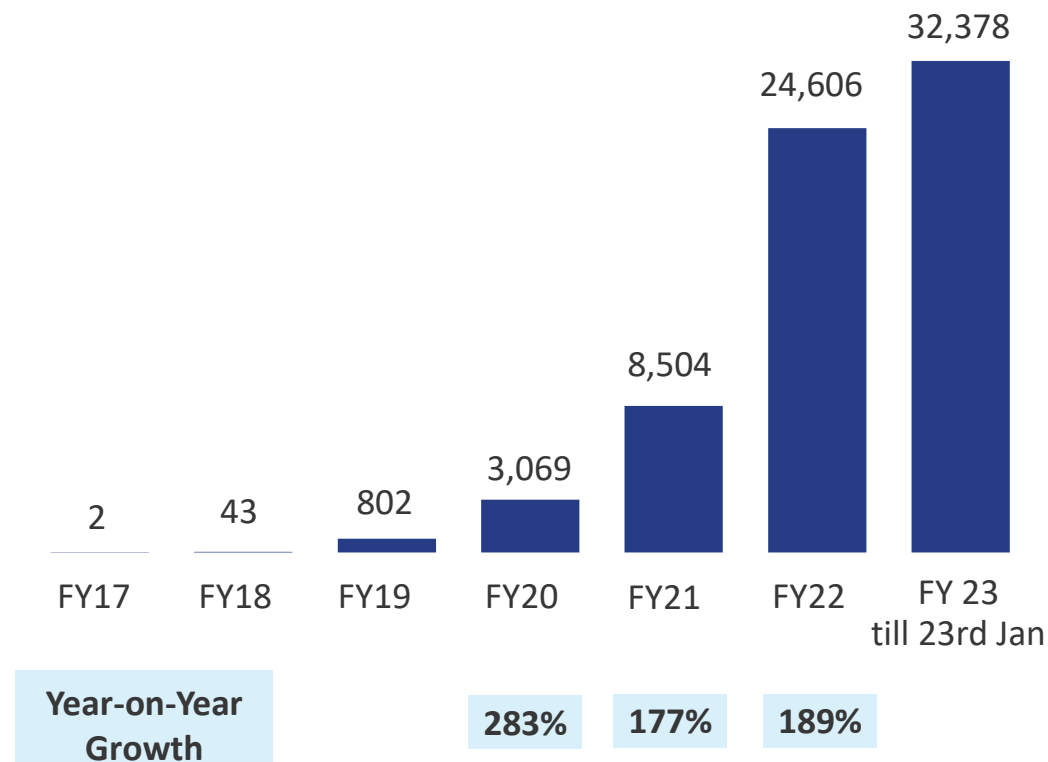
Products growth trajectory

Gross Merchandise Value (GMV), ₹ Cr.



Services growth trajectory

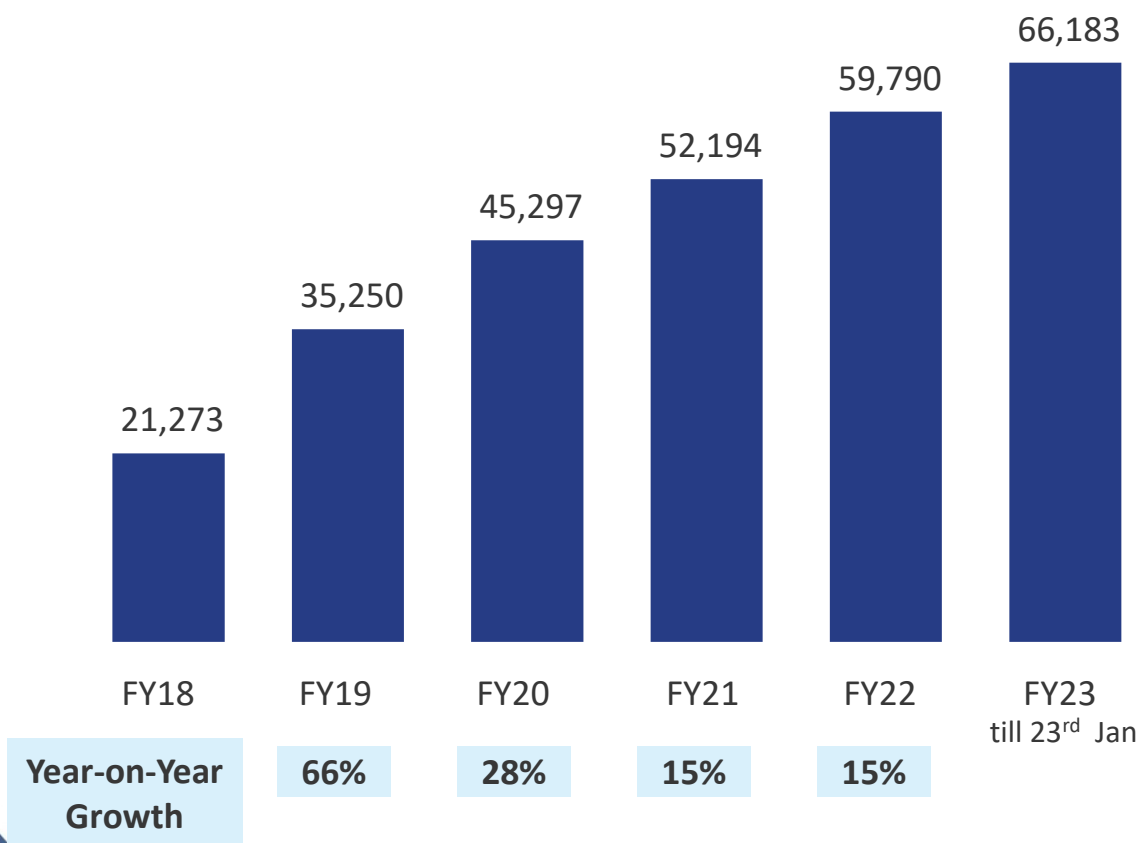
Gross Merchandise Value (GMV), ₹ Cr.



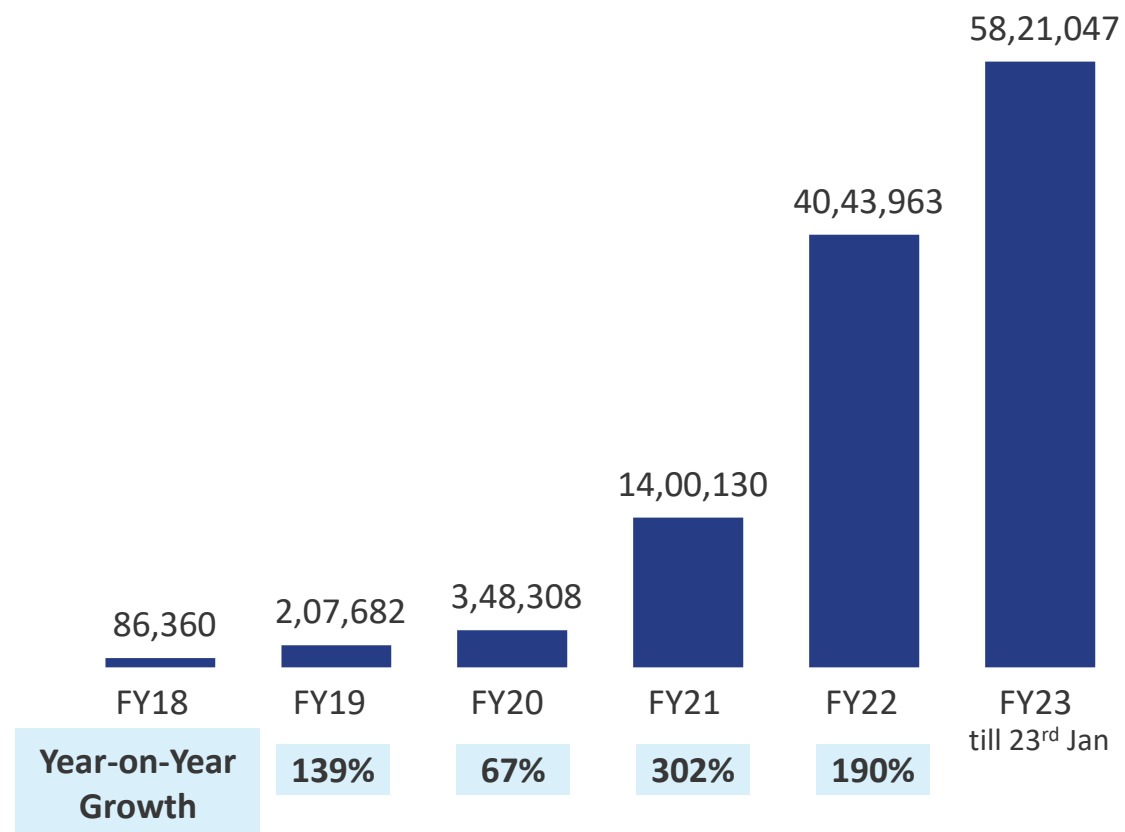
Product to Services share – 75% to 25%

Business overview | Consistent growth in Buyer/ Seller ecosystem and coverage by GeM

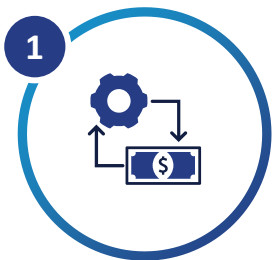
Growth of buyer organizations on GeM,



Growth of sellers/ service providers on GeM,

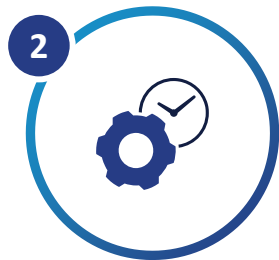


GeM has been reimagining India's public procurement via technology, analytics & process digitization



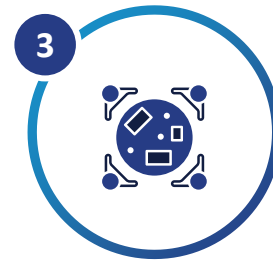
Cost Savings

- **Reverse auction:** ~25% price reduction vs avg. original L1 price
- **Guaranteed discounts** via direct OEM deals
- **Demand aggregation**
- **Approx. 10% savings est.** FY21-22¹



Time Efficiency

- **Tender cycle time** reduced from 34 to 24 days²
- **Standard templates** e.g., bid forms, T&Cs
- **Fast track procurement** e.g., DP upto INR 25K
- **On-time delivery** up from ~80% to ~97% - for orders paid on GeM



Reach & Inclusiveness

- **MSE share >55% of annual GMV since 2016**
 - > 8 lakh MSE sellers
 - >1.3 lakh Women,
 - >39K SC / ST sellers
- **GeM Sahay:** Instant order - based loans to sellers
- **Microportals:** Startup Runway, TRIBESINDIA e-store



Transparency & Fairness

- **Contract data** made available in the public domain
- **Seller representation window** to challenge disqualification
- **Transparent authentication** through e-sign and DSC

E-Procurement | Various e-procurement methods offered by GeM

**Direct
Purchase**

For amount less
than **INR 25,000**

**Push
Button
Procure-
ment**

For amount up to
INR 1 Lakh

L1

For amount greater
than **INR 25,000/-**
and less than **INR 5
Lakhs**

Bid/RA

Procurement
via Bid/RA to get
the best price
quote

**Intent of
Buying
-PAC**

Procurement
of specific product
as per requirement
is also possible

**Other
features**

**Forward
Auction**

**Demand
Aggregation**

BoQ Bids

**Custom
Bids**

**Single packet
bidding**

Buyback

GeM External Integrations



20+ Integrations with National Agencies

ERP Integrations
28 CPSUs

ERP Integrations Sectorwise	Grand Total
Oil	10
Manufacturing / Steel	4
Airlines	1
Defence	2
Railways	1
Railway Logistics (Concor)	1
Municipality	1
Panchayti Raj	1
Power	3
Space	1
Port	2
Project Consultancy	1
Grand Total	28



IFMS
4 STATES

Kerala
Orissa
West Bengal
Delhi

GeM Pool Account (GPA)
19 BANKS



Vigilance and Anomaly detection is a key focus area for GeM



Ensuring that the right pricing information is available to the concerned stakeholders



Improve transparency in the system by ensuring accountability across processes



Identifying and reporting deviant behaviour on GeM portal



Proactive engagement with stakeholders by implementing recommendation systems around procurement

By incorporating AI/ML enabled use-cases into existing procurement processes, GeM intends to reduce both administrative and transaction costs for our buyers



GeM of the future



Scale: Increase in GMV / transactions / users

GeM grew 150% in FY22; Aiming to be ~3L Cr in GMV in next 3 years and >5L Cr in 5 years

Support # transactions, concurrent users, data volumes



Large scale Open API based integrations

Multiples integrations will be needed. Railway's, 10-s of CPSEs, Non-buyer integrations: Fintech, Logistics, Works, and more

Custom integrations are not scalable; Design with an open API architecture



Driving States adoption @scale, incl. customizations

Higher share of GeM's growth so far has come from Center. Future growth will be via States, which need local rule engines, dedicated front end & local UX, full multi-lingual experience, deep integrations.

Support these at scale

Multiple initiatives currently in progress to unlock the next wave of growth at GeM

Key growth vectors



Bringing together all forms of govt. procurement on GeM



Driving grassroots adoption: States, Municipalities, Village Panchayat



Value added services: Fintech, Logistics, Data & analytics

Key enablers



Enhancing "Trust" on GeM: Journey from mandate to customer advocacy



Technology investments: scalability & innovation focus (incl. AI-ML)



Revamping key operations: Marketplace sanity, customer care, incidents



People & organization: Performance oriented team & culture



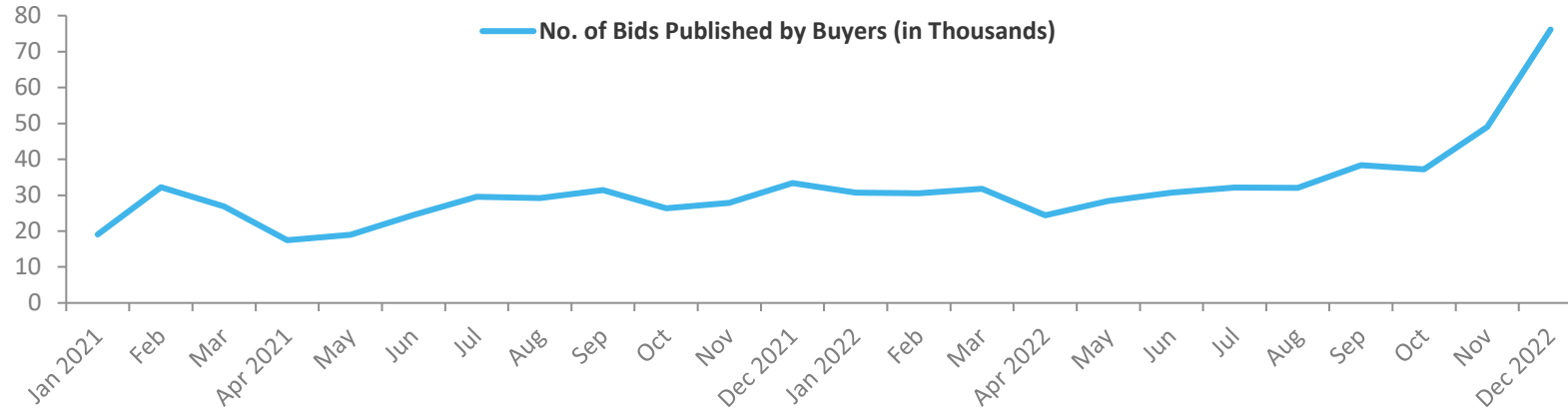
Efficient • Transparent • Inclusive

Thank You

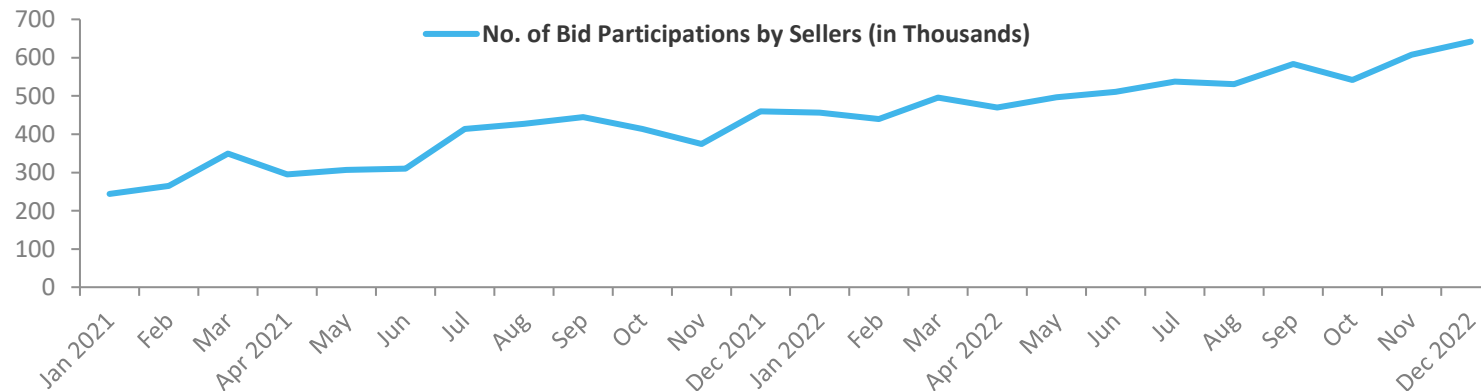


GeM Buyer and Seller Participation consistently increasing

Number of Bids Published by Buyers in Dec-2022 is **4X** from Jan2021 and **2X** from Dec 2021

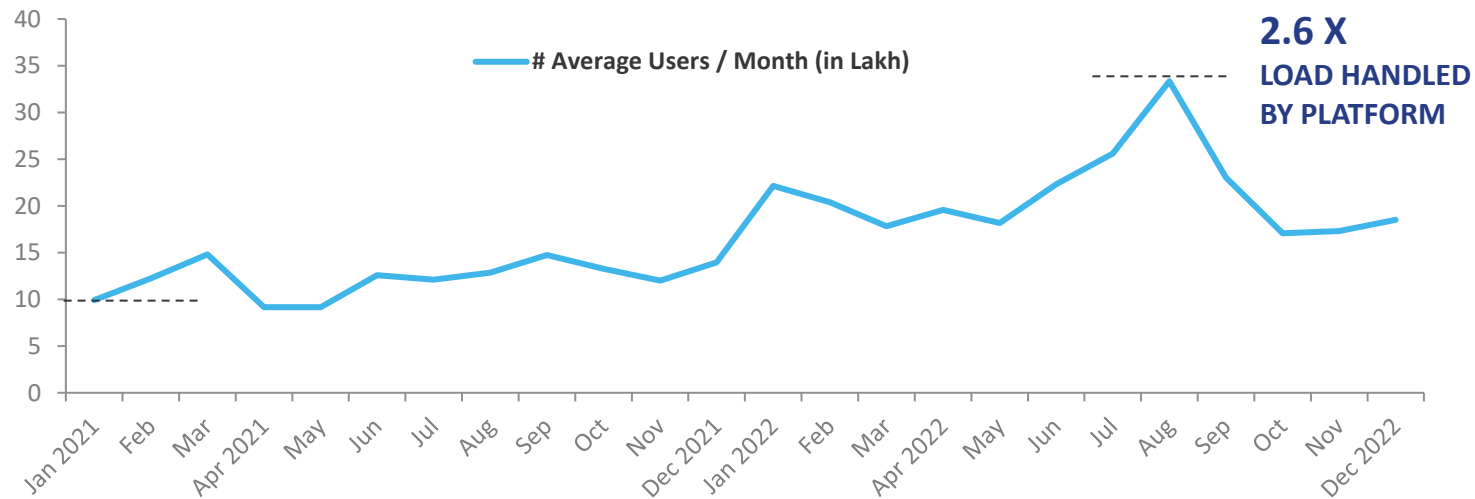


Number of Bid Participations by Sellers in Dec-2022 is **2.6X** from Jan2021 and **1.4X** from Dec 2021

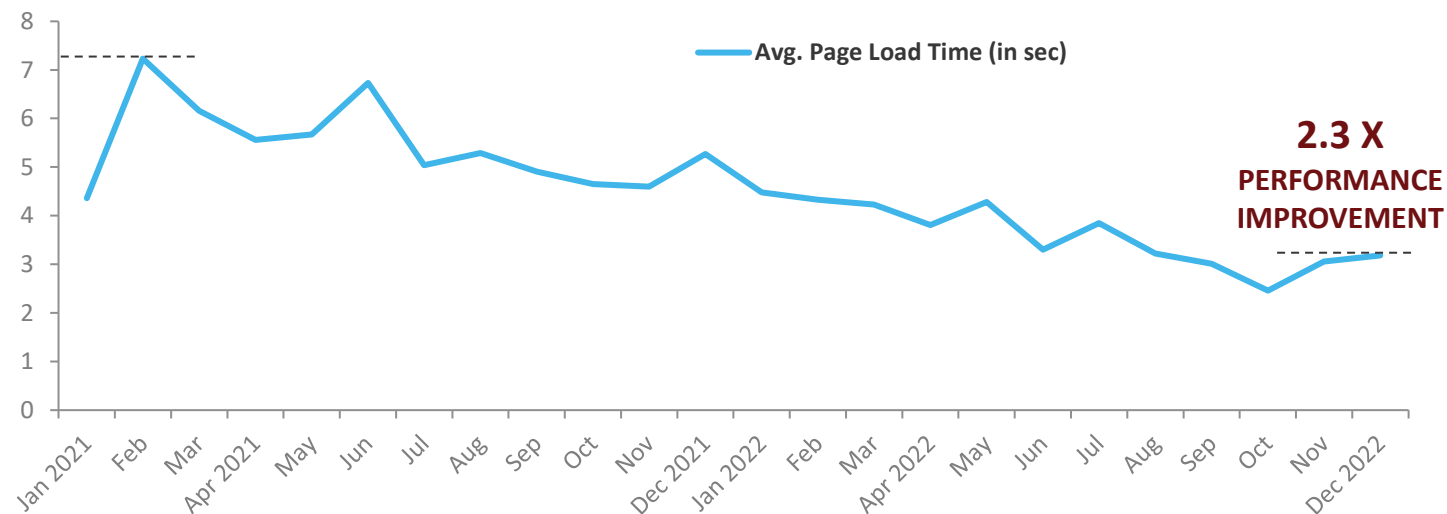


GeM Platform Performance consistently improving despite higher Load

While the Load (Average Users / Month on platform has consistently increased to **2.6 X** (compared to beginning of 2021)



Platform performance in terms of Page Load Times has improved by **2.3 X** (compared to beginning of 2021)

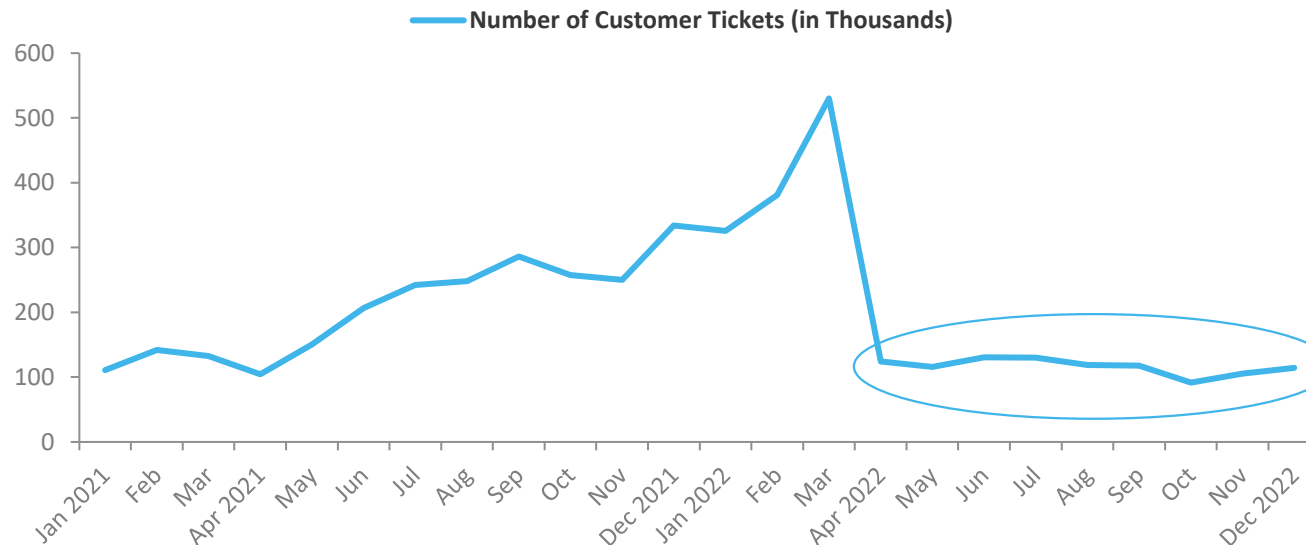


GeM Operational Performance consistently improving despite higher number of Orders

While the Number of Orders are increasing (around **1.5 X** compared to same month last year)



Number of Customer Issues is consistently below 1.2 Lakh since Apr'22 (around **1/2** compared to same month last year)





GeM Scale - Technical

- GeM started to support **46.8 Lac sellers** and **2.27 Lac buyers** with 1000 user authentication requests/minute, 250+ OTP Validations/Minute
- Being a documentation heavy system, GeM supports ~**50000** documents digitally signed or e-signed every day
- GeM is supported **300+ virtual machines** in cloud landscape of operating systems. **5000+ VCPUs** and **21 Terabytes of RAM** has been virtualized on VM ware hypervisors
- GeM utilizes **41 MySQL databases** which are clustered to support heavy throughput (up to **35000 Queries Per Seconds**). Current **500 Terabytes of File storages** also are very fast growing (**200-250 Gigabytes/day**) for unique requirements in government procurement processes
- **1.8 crore email** and **1 crore SMS** are sent out every month by MSP
- MSP receives **2 Lac** product/brand approvals monthly with a TAT of **1.13 days**
- ~ **42.7 Lac products**, **3.98 Lac services** and ~ **10200 categories** are supported by MSP for GeM