

E-Commerce Council of India (ECCI)

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E-Commerce Council of India Latest News

The Internet and Mobile Association of India (IAMAI) recently launched the E-Commerce Council of India (ECCI), a first-of-its-kind national platform dedicated to unify India's \$120 billion digital commerce ecosystem.

About E-Commerce Council of India

- It is a first-of-its-kind **national platform** dedicated to **advancing** the country's **digital commerce ecosystem** through collaborative **engagement between industry, government**, and other key **stakeholders**.
- It was **launched** by the **Internet and Mobile Association of India (IAMAI)**.
- The ECCI aims to bring together **policymakers, e-commerce marketplaces, brands, retailers**, logistics providers, technology companies, **payment solution providers**, startups, **exporters, MSMEs**, industry experts, and **academic institutions**.
- The council will focus on **policy advocacy, research, and industry engagement** across areas such as
 - **product and service e-commerce**

- **cross-border trade**
- **logistics** and Supply chain
- mobility
- travel technology
- **MSME enablement**
- **digital payments**
- consumer trust
- **artificial intelligence.**

Key Facts about Internet and Mobile Association of India (IAMAI)

- Established in 2004, the IMAI is a **not-for-profit industry body** registered under the Societies Registration Act, 1860.
- It is the **country's only organization representing the digital services industry**, with over **500 members**, including **Indian and multinational corporations**, as well as startups.
- The overarching objective of IMAI is to **ensure the progress of the internet** and the **digital economy**.
- It is dedicated to presenting the **unified voice of the businesses** it represents to the government, investors, consumers, and other stakeholders.
- IMAI **advocates free and fair competition** and **progressive and enabling laws** for businesses as well as for consumers.
- IMAI **represents varied sectors** such as **digital advertising, digital entertainment, traveltech, online gaming**, digital payments, fintech, digital commerce, edtech, healthtech, agritech, big data, ML, AI & IoT, AR/VR, logistics-tech, and so on.
- Its major areas of activities are **public policy and advocacy, business to business conferences, research**, promotion of start-ups, and **promotion of consumer trust** and safety.

News: TH

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