

## Clock.co.in - A new player in watches and clock category that is giving a tough fight to major ecom

Most of us might not be a watch lover, however if you have come across this post then it shows your indent towards it. This new player in watches ecommerce is definitely going to stay and win for a longer period of time.

**New Delhi, Feb 24, 2019 ([IssueWire.com](http://IssueWire.com))** - Ecommerce in India is showing an amazing growth pattern in all its categories. There may be many e-commerce companies that focus on the popular categories as electronics, apparels and such. However, there is some that focus on a niche.

We came across this new launch called [www.clock.co.in](http://www.clock.co.in) AKA Indian Clock Company. This company has a focus on the infamous watch category. The competition in the category is tough as the most popular players like Amazon, Flipkart and Paytm have brands directly enrolled as a seller onto their platform. Since there is direct involvement of a brand, a consumer gets the same pricing on all ecommerce platforms. This makes a ZERO competition in the market and hence the final benefit is towards the brand itself.

Ecommerce in India was launched with a focus on promoting local retailers in the nationwide market. The trend later created too many sellers fighting in the online space with prices as the only mode to attract a user. Now the problem also caused a stir in the local retail market as shop owners in prime locations, who cannot afford discounts had to sell with lower margins. Eventually, every seller went against the online business model and started forcing brands against online selling. In the whole story above, the buyer was the king and enjoying amazing deals in the watch category.

Most of the brands then intervene and made their own one or two sellers on each of the ecommerce platforms and strictly monitored pricing (mostly on MRP) for all their products.

The sales dropped drastically and ecommerce brands chose to not focus on this category anymore. The fact won't change that all the sales that happened were only because a user couldn't get a specific model of the watch in his or her location.

The space for a good ecommerce player in watches was again empty. Hence, Clock.co.in was launched with that focus. The edge they have is that they source from big distributors and retailers only. Their focus is to provide quality watches with quality customer service.

We did a demo order to understand their shopping experience.

- On placing the order on Cash on delivery, the site seemed to be easy to use on mobile. We chose COD to get the hold on the company's action without putting our money at risk.
- Within a few hours on placing the order, we got a call from their executive's mobile number (not a board line) for confirming the order. I asked them, that I have placed an order means it is confirmed. She told me that since I have chosen a high-value product, I need to reconfirm my order. She was polite so I confirmed my details and my intentions to buy.
- They don't send SMS for communication, only emails were sent, neither do they have an app for notifications.
- Within a few hours, I got a mail stating that the order is shipped through Bluedart couriers.
- I tried tracking but the page was showing no results. Then at night when I tracked, it started showing the product info on Bluedart website.

- Bluedart is a popular and well-spread courier service. They delivered the package to me in Delhi the very next day.
- I also got a call from Indian Clock company the next day to reconfirm delivery and for the feedback.
- They collect feedback on their facebook page and Trust pilot.

The whole experience was good. I got my desired watch in a good price. I was happy with the knowledge of watches their executives had. The only sad part is that the notifications on SMS are not a part of their ecommerce practice.

While going through the site again I realised that they focus on mid brands only and not luxury brands like ethos. Their collection is descent enough to make you choose a watch for yourself. They claim they have listed over 5000 Watches.

I enquired more on phone and was surprised to know that they don't have any funded capital or plan to raise one. This means they are running on profits only. Nice to know, as all major players claim to be in a loss since last 6 years.

Do let us know your views on the same and what's your favourite new ecommerce sites that are not so popular.

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Source : Indian Clock Company

See on IssueWire : <https://www.issuewire.com/clockcoin-a-new-player-in-watches-and-clock-category-that-is-giving-a-tough-fight-to-major-ecom-1626412303019158>