

E-comm, delivery cos splash festive sops on gig workers

Daily bonuses, overnight payouts, additional reward for 100% attendance among incentives

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For gig workers, earnings could spike this festival season as online retailers and quick commerce platforms to delivery firms go beyond usual incentives to bolster workforce to meet the rush. On offer: daily bonuses, overnight payouts, additional reward for 100% attendance, and mobile phones to motorbikes for top performers.

Companies including BigBasket, Zepto, Flipkart, Amazon, Delhivery, and Ecom Express are ramping up hiring during the auspicious period when Indians love to buy everything from mobile phones and washing machines to cars.

Special allowances are planned largely for the delivery staff on third-party payrolls. According to staffing firm Teamlease Services, a worker on an average could earn up to ₹40,000 a month during the period, a 10-15% jump over the previous year.

Tata-owned BigBasket is offering additional benefits such as loan and education incentives for workers to support their families in addition to daily and weekly bonuses, said Tanuja Tewari, chief human resources officer at the e-commerce company. As demand grows, the company is willing to increase payouts proportionately.

Festive season sales are expected to jump about 35% this year, according to a report by Teamlease, helped by the rise of quick commerce and an increase in consumer spending. NLB Services, a digital talent solutions provider, estimates that more than 1 million jobs could be created, with a notable surge in gig and female workforce participation.

Delhivery, a listed logistics company, has launched a rider incentive scheme



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to boost daily, weekly and monthly earnings, co-founder and chief people's officer Suraj Saharan told *Mint*.

Its Delhi-based peer Ecom Express has rolled out a special referral programme for the festive season, allowing workers to earn as much as ₹1,500 a

iPhone, Macbooks, and two-wheelers. Ecom Express, too, will hand out motorbikes and appliances, including mixer-grinders, to those hitting milestones such as most deliveries in a day.

"We have observed that these incentives result in a 30-40% increase in pro-

ductivity of workers," Ecom's Nadamani said. Facing competition from quick commerce, online retailers are preparing to cut delivery times. Walmart Inc.-backed Flipkart, which is set to kick off its Big Billion Days sale on 26 Sep-

tember, has strengthened its pan-India supply-chain network with the launch of 11 fulfilment centres in anticipation of growing demand. It promises same-day delivery for over 200,000 stock keeping units across 20 cities this festive season. That means the company will need to deploy more delivery fleets.

Rival Amazon opened three new fulfilment centres—one each in Delhi-NCR, Guwahati, and Patna—and has created more than 110,000 seasonal jobs across its operations.

Madhav Krishna, founder and chief executive of blue-collar recruitment platform Vahan.ai, expects the number of quick commerce workers to spike twofold thanks to the festival demand.

Companies are offering 20-30% higher earnings than usual depending on the platform, Krishna said, adding that this is over and above the benefits workers get on completing milestones and working late hours.

Smaller cities and towns are expected to boost demand even more.

Though cities such as Mumbai, Bengaluru, Delhi and Hyderabad experience the highest number of orders, the largest growth comes from tier-II cities such as Raipur, Nagpur, and Jaipur, according to a September report by Delhivery.

Zepto also anticipates greater demand for seasonal workers as it scales up its operations, especially in tier-II and -III cities. "To address this, we are proactively ramping up our efforts with targeted campaigns and attractive incentives for new gig workers," said chief operating officer Vikas Sharma. "Additionally, we have streamlined our training processes to ensure that new members are quickly and effectively integrated."

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month for referring a new partner to join the platform, said chief operating officer Vishwachetan Nadamani.

Both the companies are going beyond monetary incentives. Delhivery will reward its top performers with Apple's

ductivity of workers," Ecom's Nadamani said. Facing competition from quick commerce, online retailers are preparing to cut delivery times. Walmart Inc.-backed Flipkart, which is set to kick off its Big Billion Days sale on 26 Sep-