

E-commerce 1.0: Customer Promise

Trusted Handmade Products Shopping Destination

Discovery

Safe & Secure Checkout

Fastest Delivery

Customer Delight

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REVENUE MODEL

Primary Source of Income from Sellers

E-commerce Marketplace Commission 25%

Additional Source of Income from sellers

Seller Advertisement on our Platform

Imaging Services Rs. 120 – Rs. 1000 per SKU

Listing Services Rs.15 – Rs. 45 Per SKU

Warehouse Rent to Sellers Rs. 5 / Cubic Ft. per month

Third Party Service Provider Commission

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PRODUCT CATEGORY

SAREE

APPAREL

JEWELLERY

BAGS

FESTIVE GIFTS

HOME DECOR

FMCG

BEAUTY

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BUSINESS MODEL

Support the Livelihood of Rural Artisans, avers & Self-Help Group, Women Organization

Conversion

Mine Potential Customers

Promote & Market Handcrafted & Handwoven Products

Recruit Non-GST Artisans & Weavers & GST Sellers

Let's try to understand how does the Business generate Revenue

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ONBOARDING PROCESS

Form Fill-up

Documents Submission

Verification

Online Agreement Submission

Registration complete

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TARGET AUDIENCE

EXCLUSIVE DESIGNS

HANDMADE PRODUCTS

WORLDWIDE SHIPPING

• Retail Customers • Business Customers

GENDER

65%

35%

AVERAGE SPEND PER CUSTOMER

Rs.1000 – Rs.3000

AGE

20 - 65

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Responsive User-Friendly Website

128bit Encrypted Secured E-commerce Marketplace Portal

Tablet

Laptop / Desktop

Mobile
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Our Focus

Lite App for Regular Buyers

24 Hours Customer Support

Easy Tracking

Catalog Retargeting

Create Responsive E-commerce Platform

Easy Listing for Sellers

SEO Friendly Keyword Optimize Website

Social Media Marketing

Advertisement Google Ads

Conversion
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KEY PEOPLE

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About Us

..... believes to make a platform where hundreds of Artisans, Weavers, Art lovers and buyers who are interested in genuine products sail in the same boat. This interaction brings forth new inspiration, ideas and creations that makes the fashion and lifestyle of the new generation keeping the ethnic class intact with a tinge of modernization.

Mission

We aim to promote and market the products of Non-GST Artisans and Weavers from Rural Parts

of India who in future will emerge as GST and tax payers to support the economy of India, as well as support our national idea of “Make in India” and “Aatmanirbhar Bharat”.

Vision

The revenue generated from the sale will help the Artisans and Weavers in their livelihood and also to produce more Unique & Exclusive Designer products.

On a service level we believe to provide the Best Customer Experience on our web portal & application. Also, we are improving our packaging of goods and after sale services.

Our continuous process of innovation and improvements has helped us to reach a level where today we are catering our products all across India. We are looking forward to up-scale our market and cater customers all across the World.

