

भारत Fastest growing SaaS
based B2B retail commerce
platform

Converting traditional trade to modern tech



DealBasket
MITRA

“Unlocking \$220 B Indian Rural Consumption”

Okhla | Faridabad rural | Sangam Vihar | Old Gurgaon

Business Model

Direct line of connection between regional brands to rural retailers via our crowdsourced platform



We extend brand direct distribution network :
Net new addressable rural markets

Deep Reach :
Providing low cost reach for Indian rural market through community leader 'zero CAPEX' framework.

Data Edge :
B2B SAAS based AI enabled platform perfect for Supply aggregation and demand prediction



Problem

- 65% of manufactures/Retailers operates completely in an offline market in tier 2/3/4 locations.
- 40,000 + regional Brands still waiting for the recognition
- 700M+ MAU on whatsapp yet big players are restricted to catering ~100M MAUs (Amazon india)
- Lean distribution networks & limited zones.
- Deprived NBFC support in rural market.
- Monopoly of local distributor with high commission.
- Low quality and limited SKUs availability
- No tech infused CRMs along with language Barrier apps issues



Solution

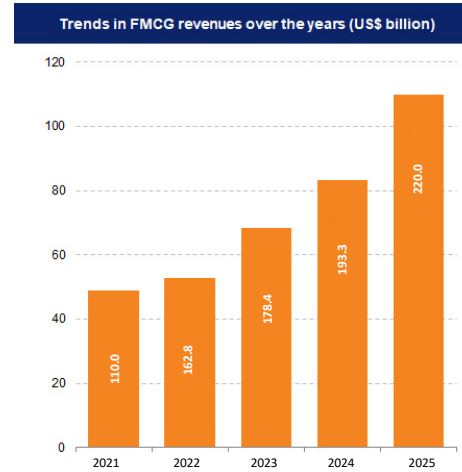


- Direct line of connection between regional D2C manufactures and rural retailers.
- Seamless AI based engine for Supply aggregation demand prediction based on 'machine thinking' and 'human execution tech framework'.
- Robust Whatsapp  marketplace powered by  twilio
- CL based 'Zero CAPEX' framework enabling brand's distribution network to deep rural markets.
- Transaction data enables NBFC's to bring in large number of rural stores as their new SME customers & helps brands to sharpen market offerings
- Loaded with features like BNPL, Pin code profiling, Bargaining tool , NPS, chat commerce and dynamic Chat with Multilingual UI.
- Working towards on similar lines of govt initiative GeM (Government E marketplace) for rural market



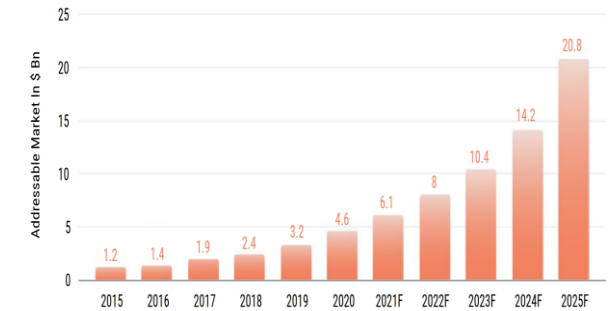
Opportunity Size of \$220 Billion

- Rural FMCG market in India is expected to increase at a CAGR of 14.9% to reach \$220 B by '25 from \$110 B in '20 [source](#)
- 41% increase in FSAAI license applied on last 2 years.
- The Indian processed food market is projected to expand to \$470 B by 2025 from \$263 B in 2019 [source](#)
- The sector witnessed healthy FDI inflow of US\$ 20.11 billion from April 2000–March 2022. [source](#)



The Online FMCG Market Is Poised To Reach \$21 Bn By 2025

Packaged food is the major category in terms of market potential



[source](#)

Blue Ocean

- 65% of manufacturers/retailers operates in an offline market.
- 40,000+ regional brands still waiting for the Sunshine and will be crossing 1.5 Lakhs+ by '25 & will be the largest contributor in meeting the demand of the rural market of India [source](#)
- Opportunity to take advantage of FMCG market growth at a CAGR of 14.9% to reach US\$250 billion by '25, from US\$ 110 billion in '20. [source](#)

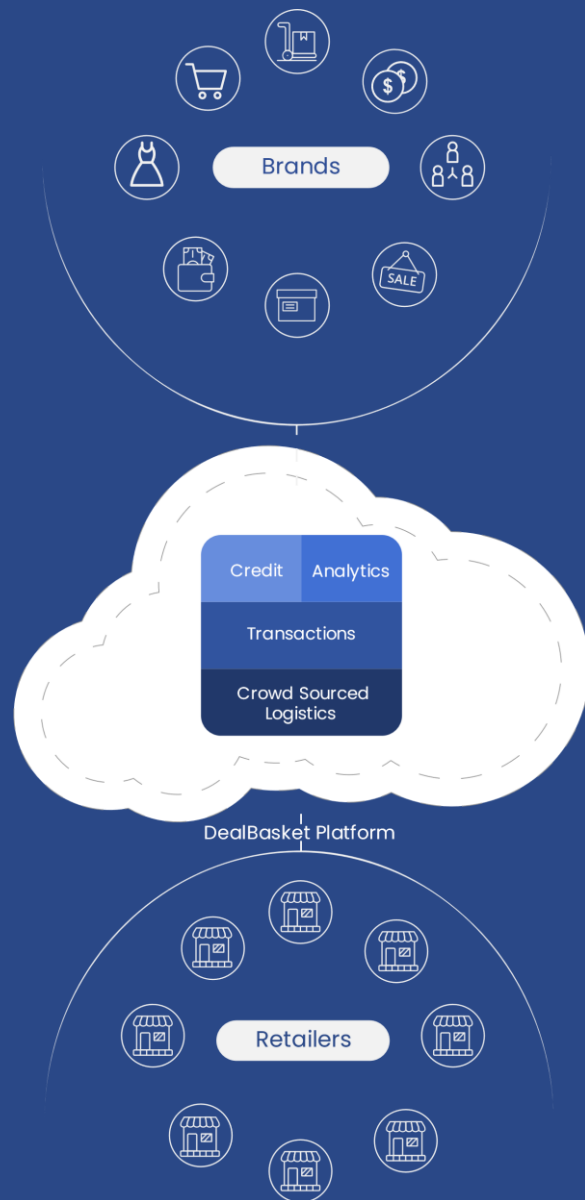


Monetization Model

Commission based

Subscription based

Features	Basic	Plus	Pro
	₹ 10 K monthly	₹ 20 K monthly	₹ 35 K monthly
• Product listing	✓	✓	✓
• Access to no of regions	3	7	unlimited
• Dedicated support & catalogue management	✗	✓	✓
• Dashboard access with Live Infographics, Analytics	✗	✗	✓
• New product addition and promotion	✗	✗	✓
• Promotion : Banners, ads etc	✗	✓	✓
• ROI [Sales commitment]	40%	50%	60%
• Discount from MRP	40%	30%	25%



- AI Engines for supply aggregation
- The 'machine thinking' and 'human execution' technology for deep reach
- Data Engines for demand predictions

Traction [YTD]

Current Retailers

4000+


Presence

4 Cities

Old GGN, Faridabad Rural, Delhi Dehat

GMV Jul – Oct 22
(Achieved)

1.35 Cr+

- Revenue –9.88 Lakhs
- ARR of \$1 M.
- Targeted GMV/Rev till March '23 –10.11 Cr/1.11 Cr+
- Targeted Retailer base till March 23– 10000+
- Average order value between ₹3580 to ₹5535
- Next 24 months GM +ve 16.1% and NM +ve 6.88%
- Upcoming Product :  Marketplace along with our own Range of products

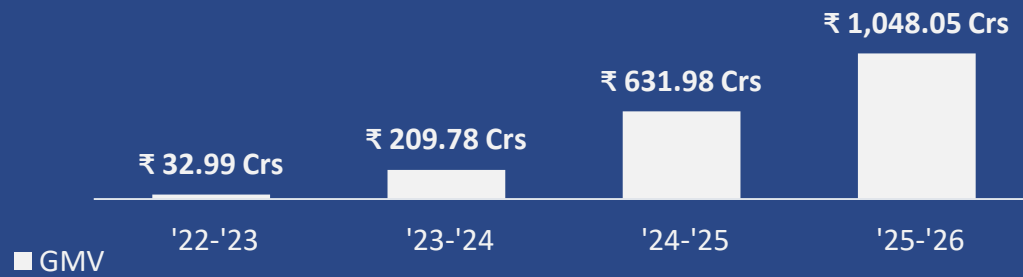


[24%-25% Gross Margin]

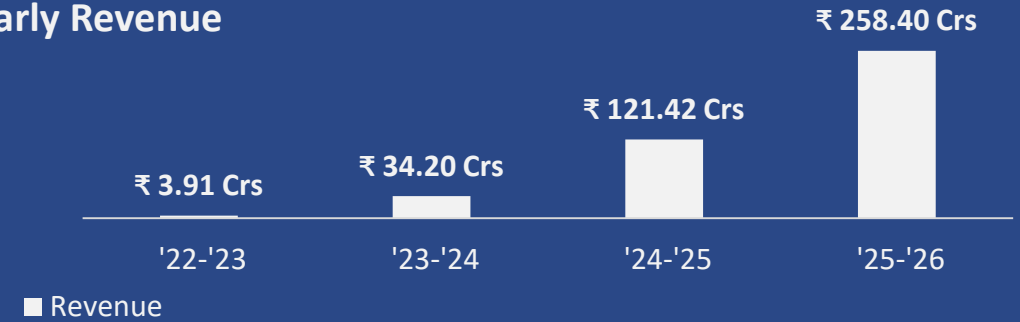


Projections

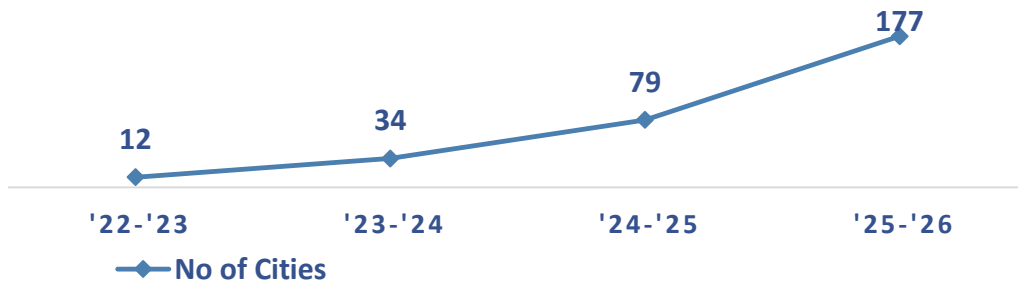
Yearly GMV [in Crores]



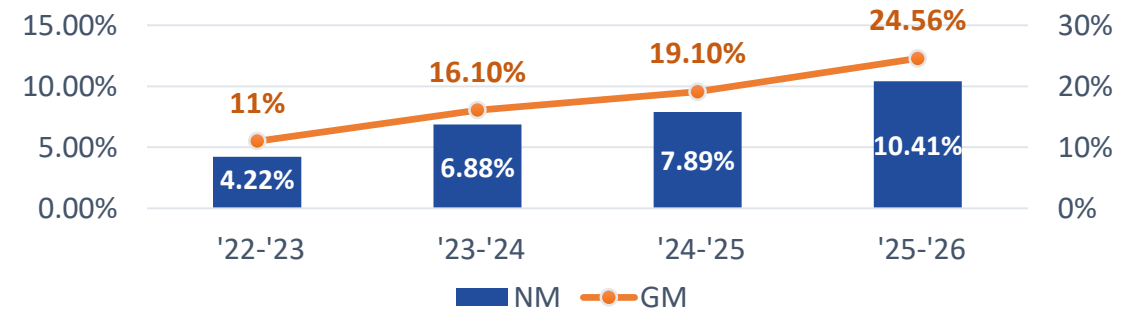
Yearly Revenue



City Expansion [yearly]



Yearly GM & NM

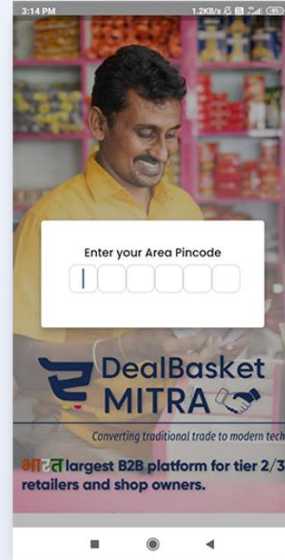


Unit Economics – Snippet

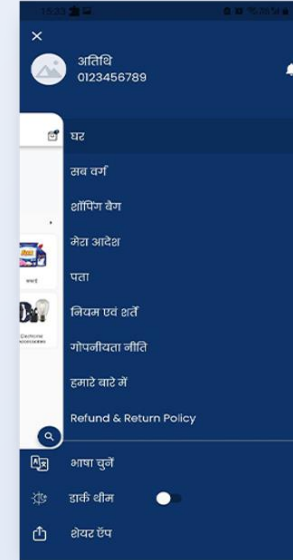
Sub Details	FY 22~23	Growth	FY 23~24	Growth	FY 24~25	Growth	FY 25~26	Growth
Launch City	12		34		79		177	
Total Orders	2860.199818		15989.17604		42084.85613		62900.16019	
Total orders / Monthly	86967.11012		490466.0159		1304630.54		1934074.324	
Per Order Revenue	3579.525327		4136.713289		4912.326318		5535.332252	
Total Revenue	10856783.69		68357246.12		207716399.7		349348766.7	
GMV	329869497.4		2097837570		6319847010		10480463000	
Subscription & Listing	1320000		4200000		7080000		9960000	
Total Revenue	39068263.03		341951848.7		1214170779		2583961713	
Hub cost- Running	2063029.339		5197164.519		14617881.61		38384433.65	
Total Hub Cost	2063029.339		5197164.519		14617881.61		38384433.65	
Inventory Cost	292121234.4		1760085721		5112756231		7906461287	
Community leader cost (2.5%)	8246737.435		62935127.09		221194645.3		419218520	
Total Cost	292121234.4		1760085721		5112756231		7906461287	
Gross Profit	37748263.03		337751848.7		1207090779		2574001713	
Gross Profit %	11.44339302		16.1		19.1		24.56	
App / Product/Tech	5315100.679	21.1%	60941894.24	31%	209629676.5	29%	541505736.6	36%
Accounting & Finance/Sectarial & Compliances	350000	1.4%	360000	0.18%	360000	0.05%	360000	0.02%
IT/ Infra/ Laptops	1243588.81	4.9%	4583911.139	2%	14386276.8	2%	42138078.26	3%
Marketing / Branding	1486539.008	5.9%	17024306.04	9%	75174269.68	11%	128475522.8	9%
Office Rent	617248.8	2.5%	3030685.051	2%	9511587.964	1%	21209568.06	1%
Human Resource	372897.6	1.5%	3545602.392	2%	15656325.13	2%	34911509.47	2%
Catalouging & Backend Team	608707.5336	2.4%	5293556.007	3%	23374768.16	3%	42664706.47	3%
CST /Sale Support	874954.24	3.5%	12139740.61	6%	61326231.31	9%	119605964.2	8%
MGT support	3255792.75	12.9%	21035782.24	11%	65997128.44	9%	90838302.3	6%
Travel	467698.0457	1.9%	1092920.564	1%	2892856.831	0%	9079023.97	1%
PR	251557.8507	1%	518546.4373	0.3%	1310667.921	0.2%	4113437.396	0.3%
Total Operating Expenses	14844085.32	59%	129566944.7	66%	479619788.7	67%	1034901850	69%
Total Cost of Operations	25153852.09		197699236.3		715432315.7		1492504803	
Net Profit	13914410.94		144252612.4		498738463.1		1091456910	
Net Profit %	4%		7%		8%		10%	

APP UI

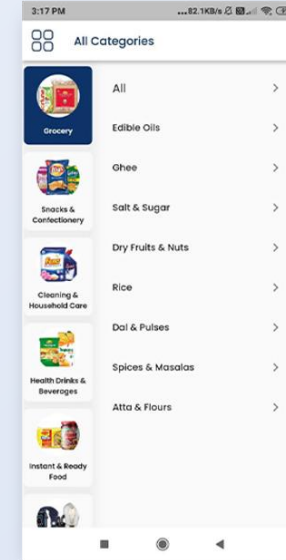
Prompt for Pincode Sub Categories



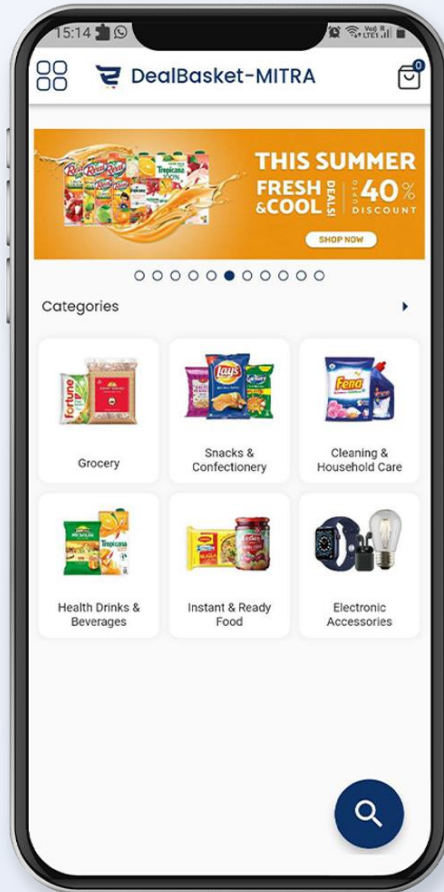
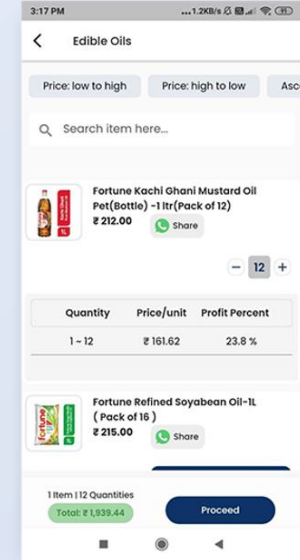
Dashboard



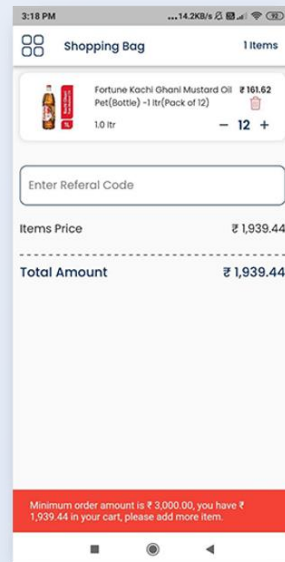
All Categories



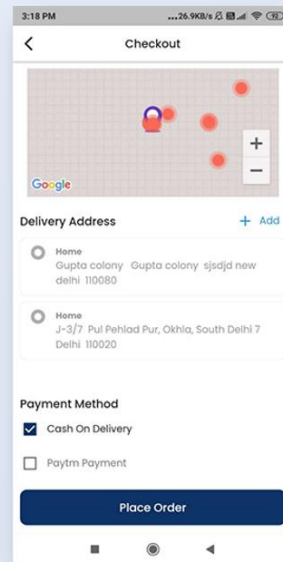
Product Listing



Shopping Cart



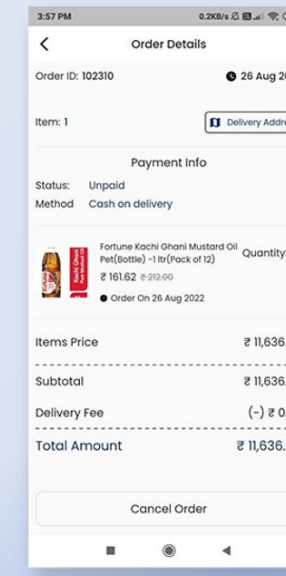
Checkout



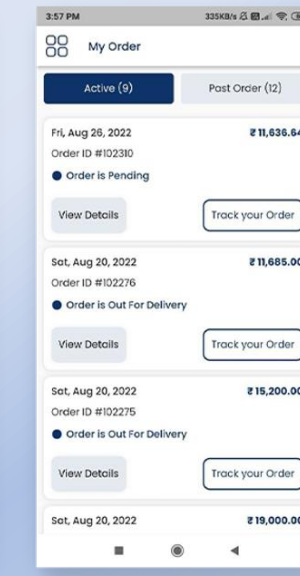
Confirmation



Order Details



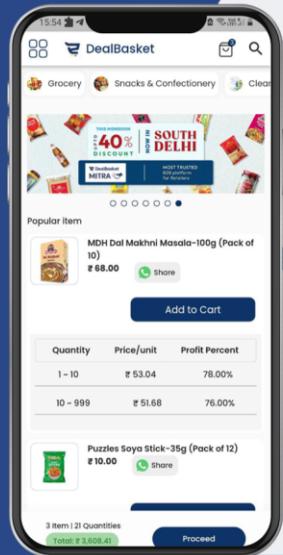
All Orders



UI in Hindi & English



Our Tech



POS

- Real-time visibility on spending
- Security Dashboard
- Reporting Tools
- Multiple Payment options
- Inventory Management

Analytics

- Real-time Reports
- MITRA Points Analytics
- Multiple Dashboards
- Customer Rating Analytics

Delivery Tracking

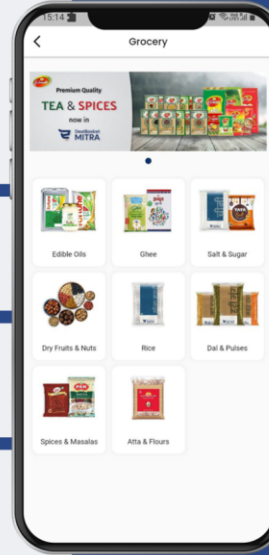
- Order queuing
- Order Batching
- Real-time order tracking
- Real-time order optimizer

Multi Brand Support

Web Ordering

Payment Options

- BNPL Powered by
- UPI Powered by



Retailer App



DS/LM



CL/MF Portals



Whatsapp Marketplace
[WIP]

App & Web Front



Admin Backend



Server Config



First Milestone

- User App & Delivery App
- Admin Portal
- AI & ML enabled
- Pincode Profiling
- Multilingual support
- Bargaining Tool

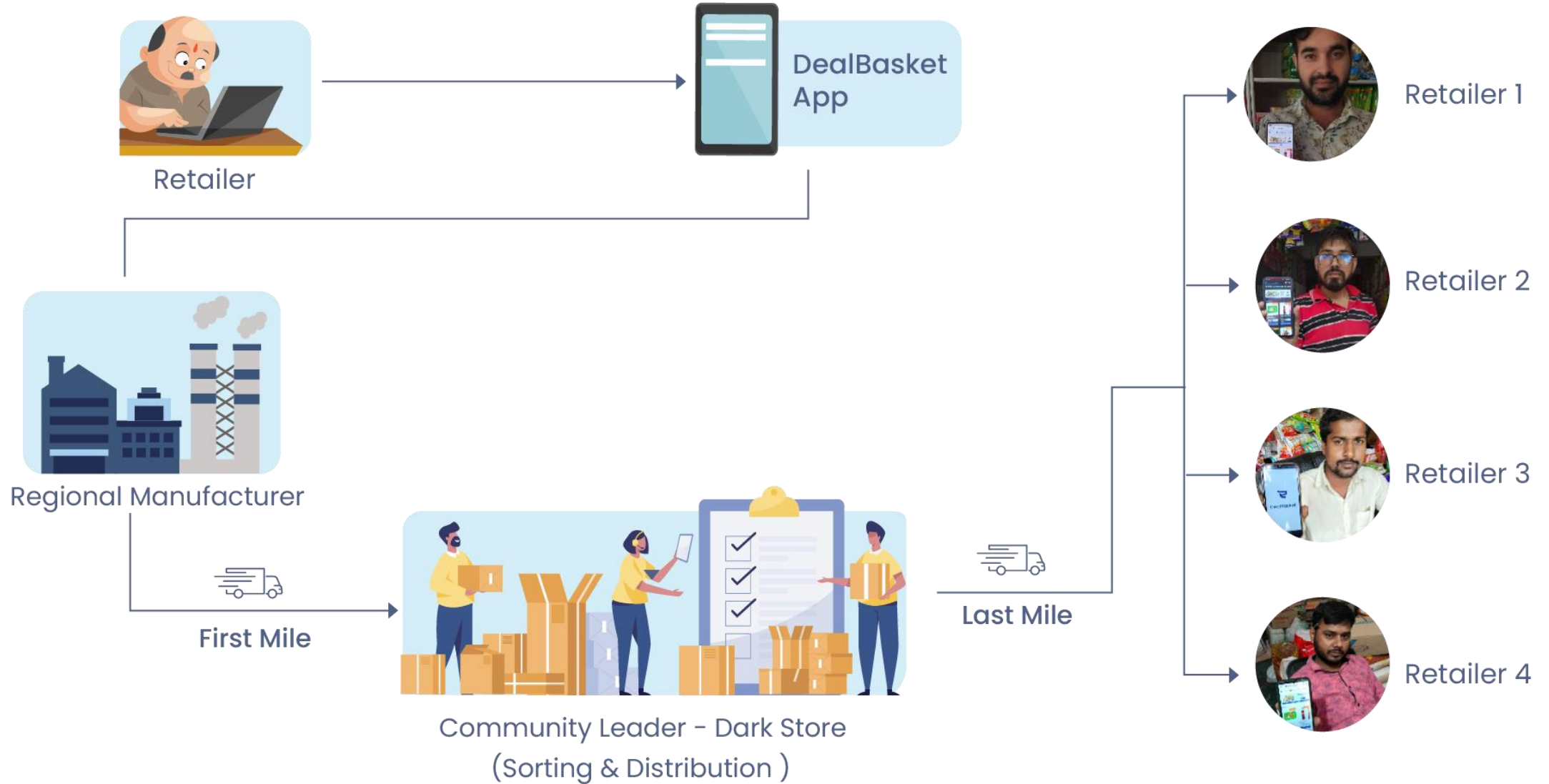


Second Milestone

- POS
- App Analytics
- Whatsapp Marketplace
- Retailer Platform

[WhatsApp Marketplace Preview](#)

Supply Chain OVERVIEW



Dark Stores Management



Competitive Landscape

	 DealBasket MITRA	 Jio Mart Partner	 udaan	 Jumbotail
Dedicated to Tier 2/3	✓	✗	✗	✗
Dedicated for Regional D2C	✓	✗	✗	✗
Subscription based	✓	✗	✗	✗
POS (mobile based)	✓	✗	✗	✗
Community based model	✓	✗	✗	✗
Platform based ordering	✓	✓	✓	✗
Score based evaluation	✓	✗	✗	✗
ROI driven	✓	✗	✗	✗
Analytics & Infographics	✓	✗	✓	✗
Pincode Profiling	✓	✗	✓	✗
B2B Whatsapp Marketplace   twilio	✓	✗	✗	✗
Own White labeled products	✓	✓	✗	✗
Commission	10-30%	5-6%	4-5%	4-5%
Franchise Model	✓	✗	✗	✗

Our Team

- 16+ years of experience in Sales, Marketing, Digital Solutions,
- Ex-Country Head: APAC Sales – Tata Business Support Services
- Ex-APAC Head Sales & Solution – Concentrix

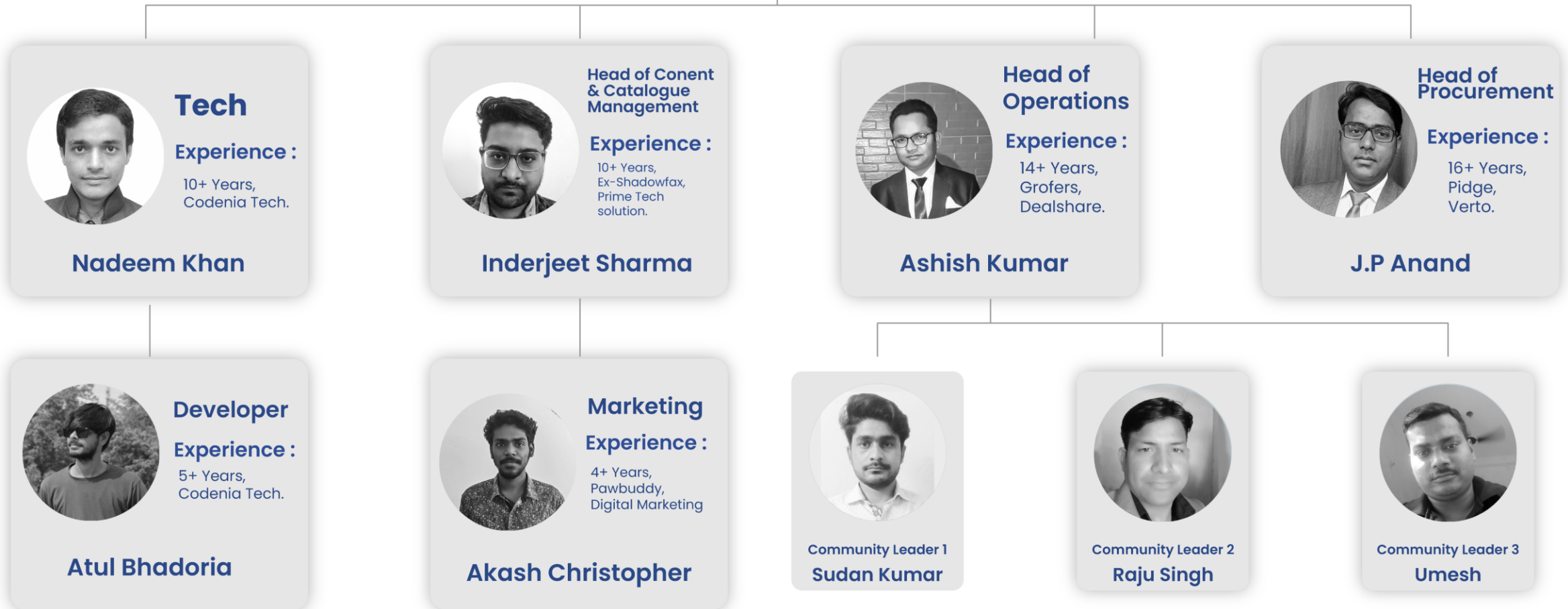
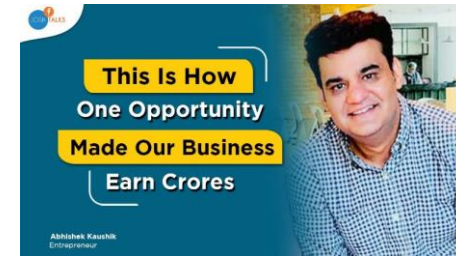


DealBasket MITRA

Founder
Abhishek Kaushik



First Venture :



Tech

Experience :
10+ Years,
Codenia Tech.

Nadeem Khan



Head of Content & Catalogue Management

Experience :
10+ Years,
Ex-Shadowfax,
Prime Tech solution.

Inderjeet Sharma



Head of Operations

Experience :
14+ Years,
Grofers,
Dealshare.

Ashish Kumar



Head of Procurement

Experience :
16+ Years,
Pidge,
Verto.

J.P Anand



Developer

Experience :
5+ Years,
Codenia Tech.


Atul Bhadoria




Marketing

Experience :
4+ Years,
Pawbuddy,
Digital Marketing


Akash Christopher



Community Leader 1
Sudan Kumar



Community Leader 2
Raju Singh



Community Leader 3
Umesh

Unlocking Real भारत



40,000+

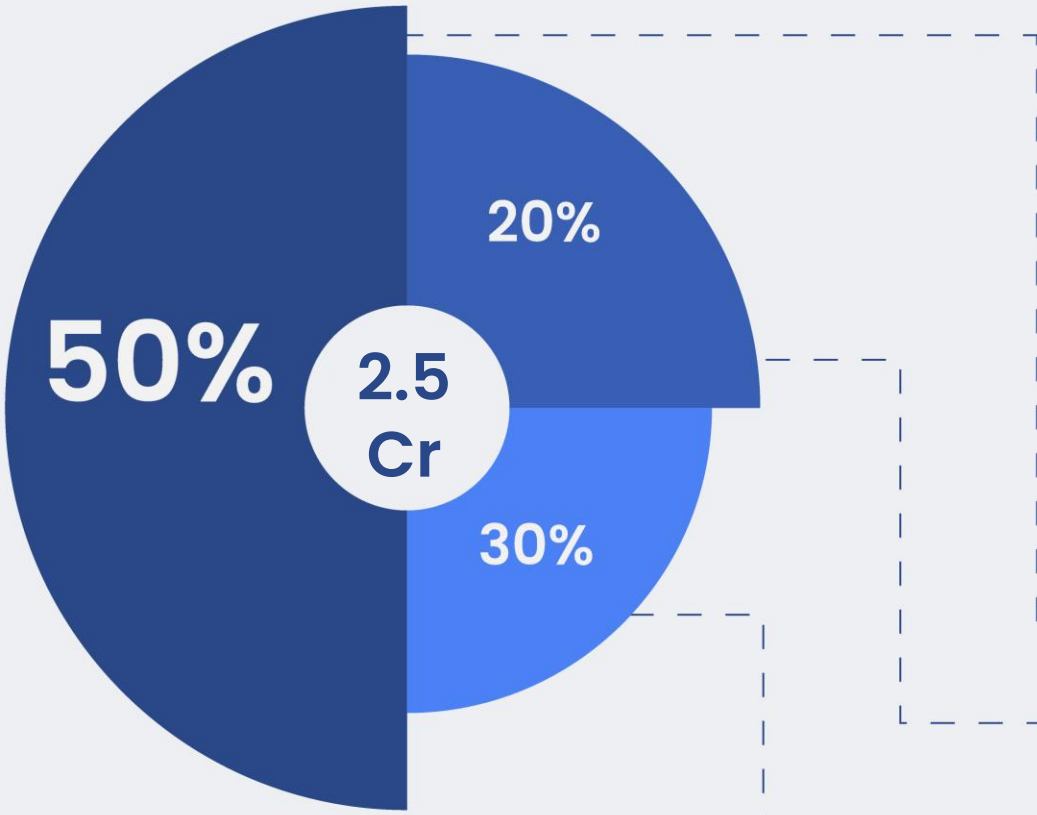
yet to be uncovered

Expected market

\$220 B

by 2025

The Ask



2.5 Crore Gives us

- Runway of 4 months
- GMV of 10.11 crores
- Expansion in 7 cities
- Revenue of 1.11 Cr
- +ve Net margin of 3.42%



Technology



Operations



Marketing & Sales

PreSeed Round

\$26K Raised on 10 Cr valuation

Seed Round

2.5 Cr at 25 Cr Valuation

Soft Commitments



Angel

-40 lakhs

Seed Round Participation



Mumbai Angels Network

- Next Round Pre series A-\$2.5 M @ \$15 M valuation [March '23]



Pre-Seed Round
Raised on \$26K
valuation



Bridge 1.5 Cr
September '22..



Seed Round \$1.5M
Feb '23



Pre-Series A
June '23.



Series B - Nov '23
Expand to 80 cities
by July '24



Series C - Oct '24
Expand to 150
cities.



Series D - Sept '25
200 Cities

Namashkar.
