

Alliedhunt Network Pvt. Ltd.



Introduction

Alliedhunt is a business-to-business marketplace of industrial supplies, MRO (maintenance, repair, operations) equipment, lab equipment and office supplies started in June 2014.

Problems worth solving

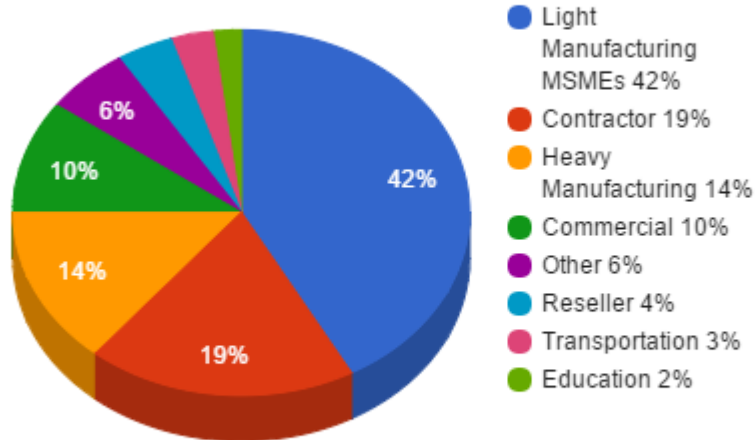
- ❑ Reduce buyer's stock inventory burden
- ❑ Avoid managing multiple vendors
- ❑ Lowering transaction costs
- ❑ Never worry to authenticate quality
- ❑ Do not hold to nearby supplier only

Our solutions

- ❑ We cover every corner of your business
- ❑ Register multiple vendors in one click
- ❑ Real-time inventory availability
- ❑ Multi-channel ordering
- ❑ More choices and better pricing

Target market

Target market



India is having 46.7 million MSMEs (micro, small and medium enterprises) which can be directly benefited by our effort.

Competitive landscape

Competitors	How our solution is better
Tolexo	We have advanced facilities like quick/bulk order pad, request an item which is not on display, invoices your way, request for quote and easy trade of used equipment too.
Industrybuying	Along with the facilities as mentioned above we have more sellers on board, more number of brands and 24/7 superior customer services catalyzed by toll-free and live chat support.
Urjakart	In addition to the above mentioned advantages we cater to a larger monthly traffic and have a better SKUs coverage and a stronger hold over the social networking platforms with 68000 fans on facebook and still counting.

Funding needed

Required fund	\$ 2M
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Fund usages

- ☐ Advertising and promotion
- ☐ Hiring key people
- ☐ Mobile apps development
- ☐ Office equipment
- ☐ Ongoing monthly expenses

Marketing activities

- ❑ Direct traffic
- ❑ Paid search
- ❑ Comparison shopping engines (CSEs)
- ❑ Marketplaces
- ❑ Email marketing
- ❑ Mobile
- ❑ Social
- ❑ Print ads
- ❑ Exhibitions and trade fairs

Sales channels

- ❑ Shop online
- ❑ Order by chat & phone
- ❑ Request for quotes model
- ❑ High volume order
- ❑ Quick repetitive orders
- ❑ Purchase order processing
- ❑ Staged/future orders
- ❑ Catalog aggregation model

Revenue streams

- ❑ Transaction fees
- ❑ Subscription fees
- ❑ Advertising revenue
- ❑ Value-added services
- ❑ Monetizing information and professional services

Major costs

- ❑ Human resources
- ❑ Business promotion and marketing
- ❑ Rent and utilities
- ❑ Hosting and bandwidth allowance

Milestones

Date	Milestone
July 15, 2015	Key hire
August 15, 2015	20% daily growth rate in subscribers
August 30, 2015	Reach 100000+ unique visitors per month
September 1, 2015	30-40% month-over-month (MoM) growth in GMV
October 1, 2015	Mobile application development

Team and key roles



Ramakant Sharma is Founder and Chief Executive Officer of Alliedhunt. He holds Bachelor's and Master's degrees in mechanical engineering from SLIET Govt. Deemed University. Based on his 02 years working experience in manufacturing, he came up with the vision of a universal online portal being the ultimate solution to each and every industrial requirement which paved the way for the creation of Alliedhunt, which has proven continuously to be the complete business-to-business e-commerce marketplace in India.



Jai Karan is a Co-founder of Alliedhunt, with a focus on growing the breadth and depth of the organization's impact around the globe, Jai joined Alliedhunt in August 2014. He is responsible for Alliedhunt's internal and external communications, public affairs and investor relations. Jai Karan holds a Master of Business Administration degree from Sharda University.



Keshav Sharma is Co-founder and Director of Alliedhunt since June 2014. One of his core roles is to design efficient internal systems to support our team and allow them to focus on building and running fast. Prior to Alliedhunt, Mr. Sharma held a number of significant positions which earned him more than 25 years of managerial skills. He is Medical Graduate and Post Graduate in 1987 from PGIMS Rohtak.



Shikha Bhogal is Chartered Accountant by profession with 23 years experience of solving many financial issues. She is Co-founder and Chief Financial Adviser of Alliedhunt since October 2014. Her responsibilities include financial planning and analysis, financial reporting, internal audit, treasury operations and financial services.