



***“ONLINE PORTAL
FOR
TOOLS & INDUSTRIAL
PRODUCTS”***

Founding Team



Sembian V

*20 Years Experience in Engineering,
Automotive & Telecom Mfg*

*Specilized in Operations Mgmt,
Supply Chain Mgmt*

*Last Held Position – Factory Head,
Nokia Chennai*



Harihar S

*15 Years Experience with Automotive
& Telecom Mfg, Program Mgmt*

*Specilized in Business Strategy
Development , Supply Chain Mgmt*

*Last Held Position – Program Mgr,
Nokia Chennai*



Balakrishnan B

*16 Years Experience in Industrial
Product Distribution*

*Specialized in Sales & Marketing,
Business Development, Industrial
Distribution*

*Last Held Position – Senior Manager,
Castrol India*

Product Categories

Abrasives



Hand Tools



Power Tools



Safety



Electrical



Lights



Storage



Fastener



Cutting Tools



Lubricants



Cleaning



Welding



Packaging



Measurement



Hardware



AntiStatic



Gardening

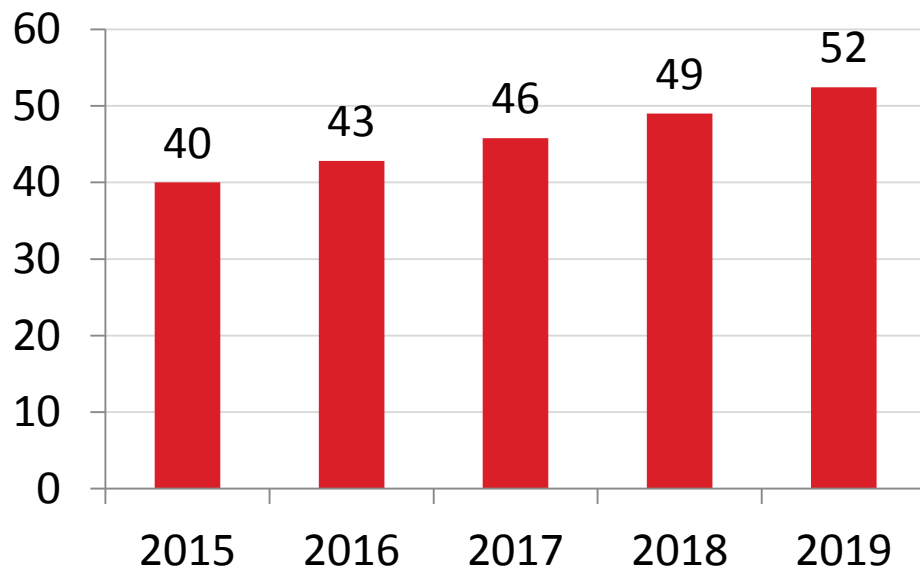


Tapes & Adhesives



Market Potential

Total Market Size (Bn USD)



- Total GDP @ \$1877 B-2014, GDP Growth projected @ 6-7%
- 24-25% of GDP is Industrial, 2-6% of industry MRO on Tools
- Trade' is 15.8% of GDP, ~1% of Trade retail on Tools & HW

By Sector	% of GDP	Value	MRO %	MRO Value (B USD)
Industry	25%	469.25	6%	28.16
** Manufacturing				
** Metals & Mining				
** Electricity & Gas				
Construction	8%	150.16	3%	3.75
Others	10%	187.7	2%	2.82
**Food Processing				
**Logistics				
** HealthCare				
Trade & Business Services	15%	281.55	2%	5.63
**Individual Buyers				
**Repair Professional				
** Service Industries				
				40.36

Our Customers & Current Supply Chain

Individuals
Repairmen, DIY
& Technicians



Small Traders
Retail
Outlets



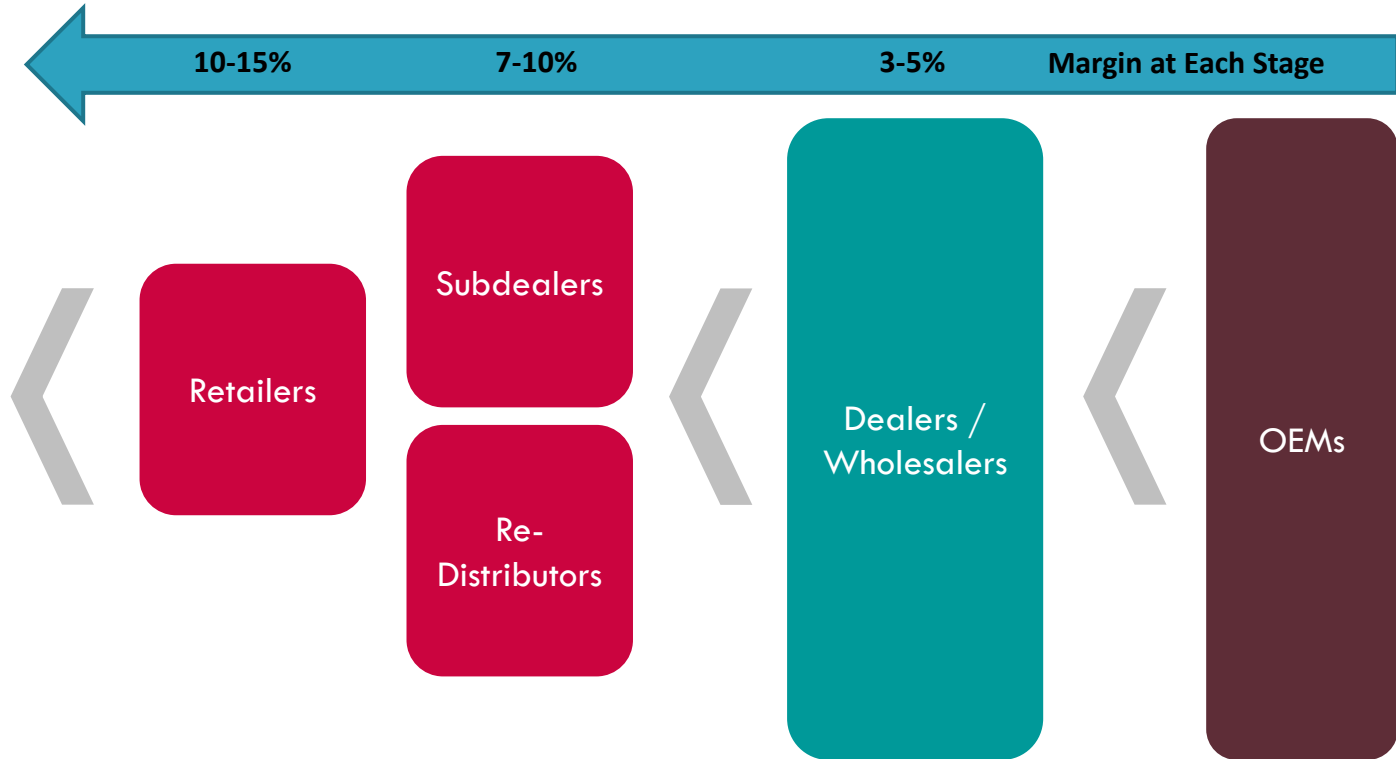
Institutions
Hospitals,
Schools &
Colleges



MSMEs
Micro, Small
& Medium
Enterprises

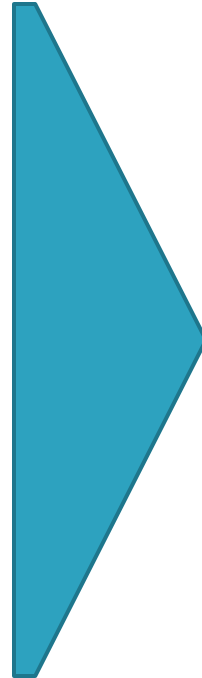


Large Corporates
OEMs, Tier 1,
Tier 2



Problem Statement & Solution

- ❑ Lack of One Stop Online Portal for Industrial Tools & Hardware Supplies
- ❑ Convenience to buy Tools Online Anytime from Home/Office
- ❑ Transparency of pricing of Products
- ❑ Non Availability of Multi Brand Multi Category Online Tool Store
- ❑ Limited Access to International Brands and Quality Products Online
- ❑ Fragmented Supplier Base for Tools and Supplies



Online Tool Portal for All Types of
Industrial Tools & Hardware
Supplies

Opportunities

Individuals

Repairmen, DIY
& Technicians



Small Traders

Retail
Outlets



Institutions

Hospitals,
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MSMEs

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Large Corporates

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Offering

Convenience

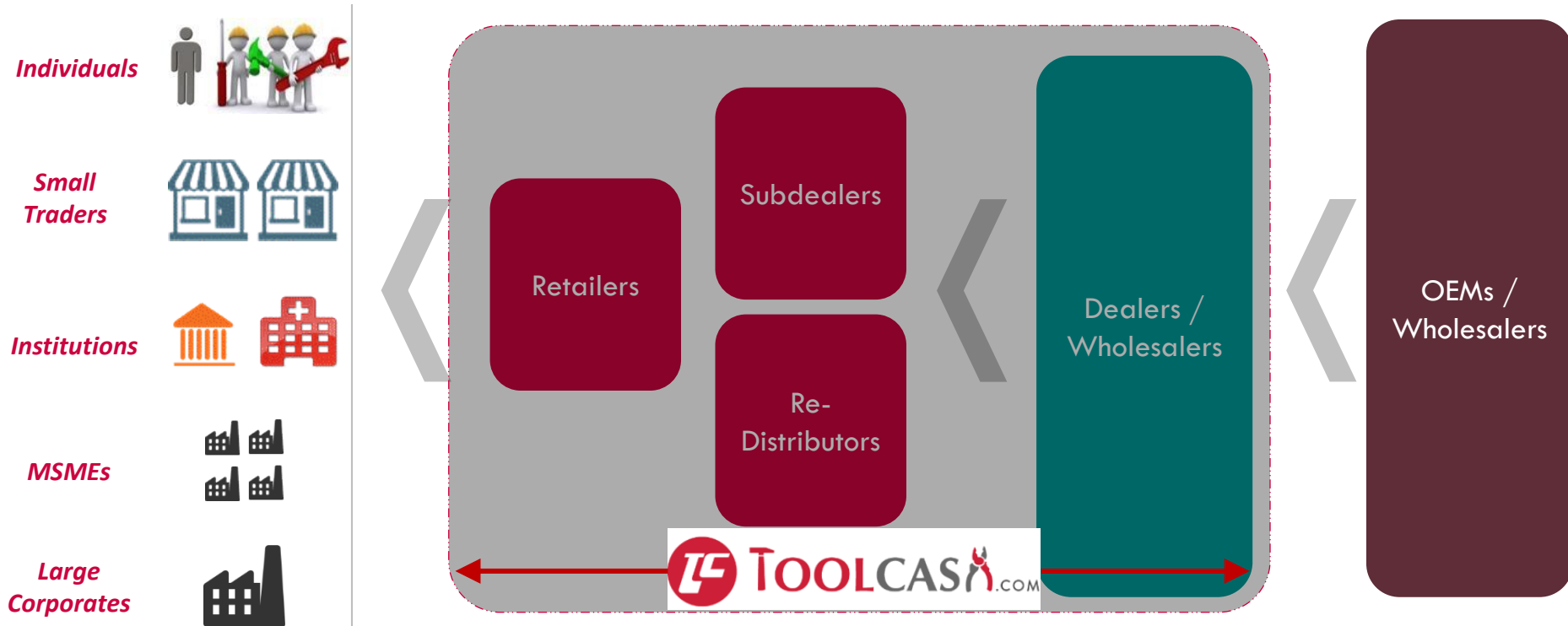
Price

Transparency

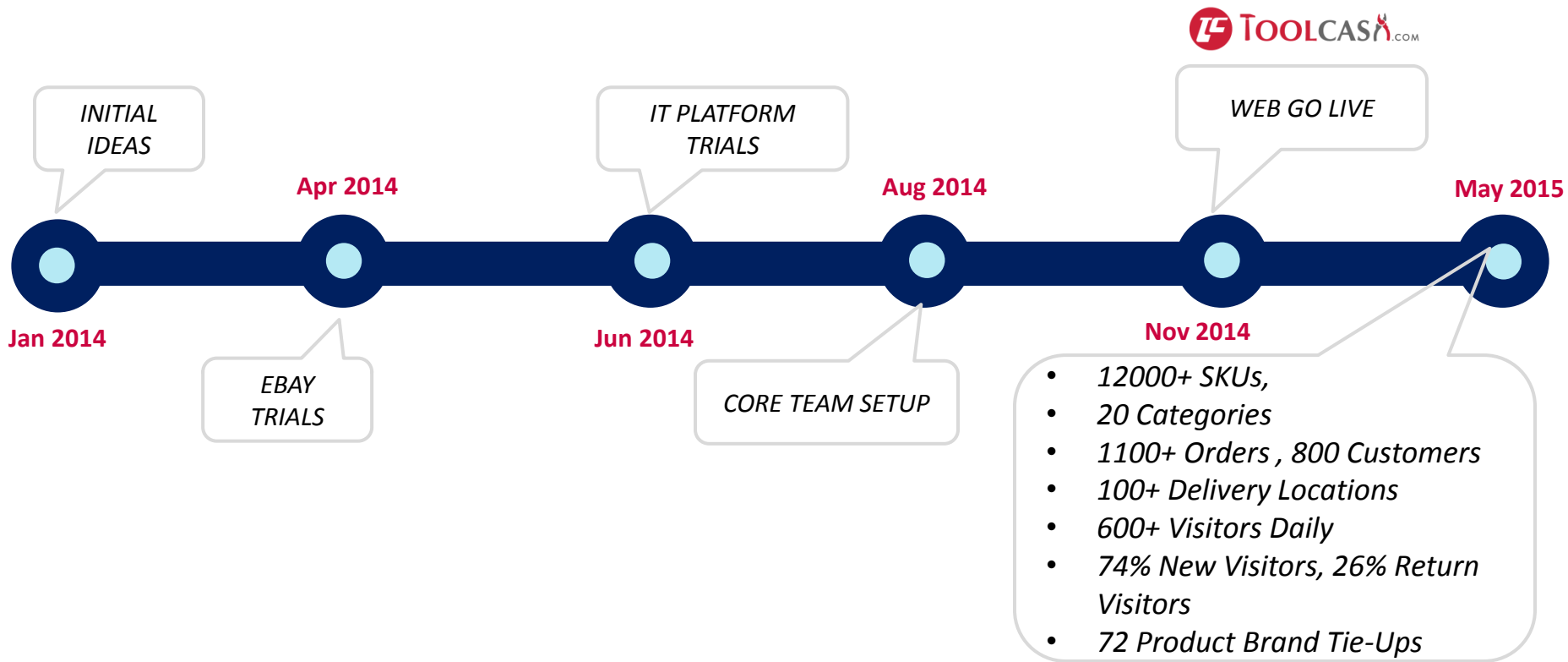
Efficiency

- One stop shop for multi types and brands of tools, hardware, consumables
- 24/7 Sales/Delivery Channels with Technical Support
- Fewer Distribution Channels & Direct Savings in Purchase Price up to 20-25%
- Transparent Procurement Process – Reduced chances for Malpractices/Leakages
- Customized Account Management – Ordering, Inventory & Analytics Reports & related Services

Where we want to play...

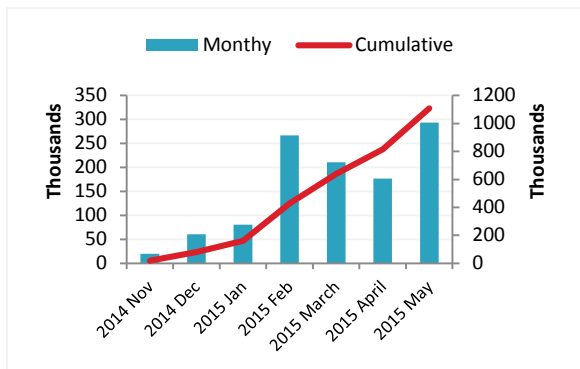


ToolCasa Journey so far

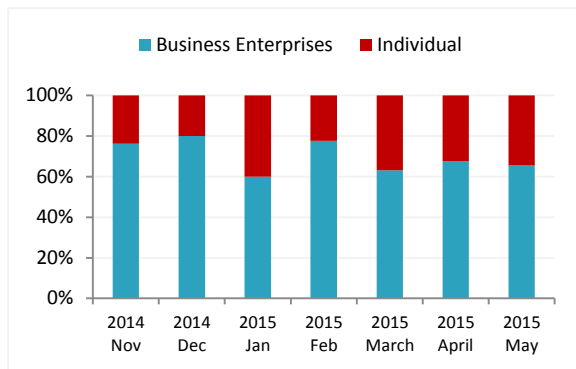


The Numbers so far

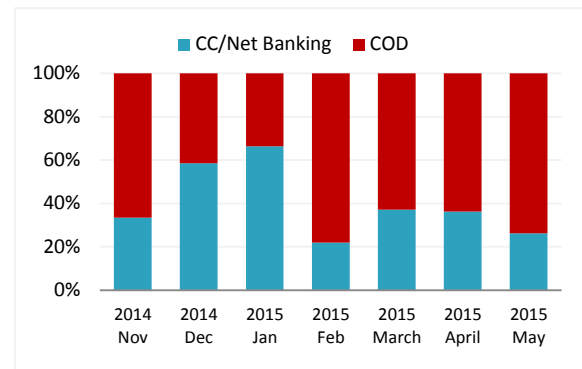
Orders



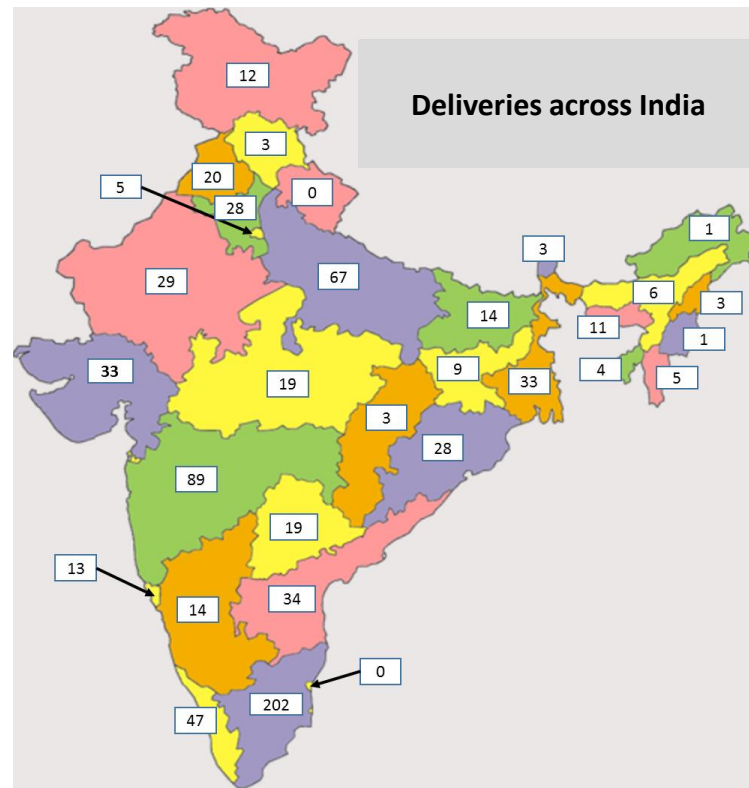
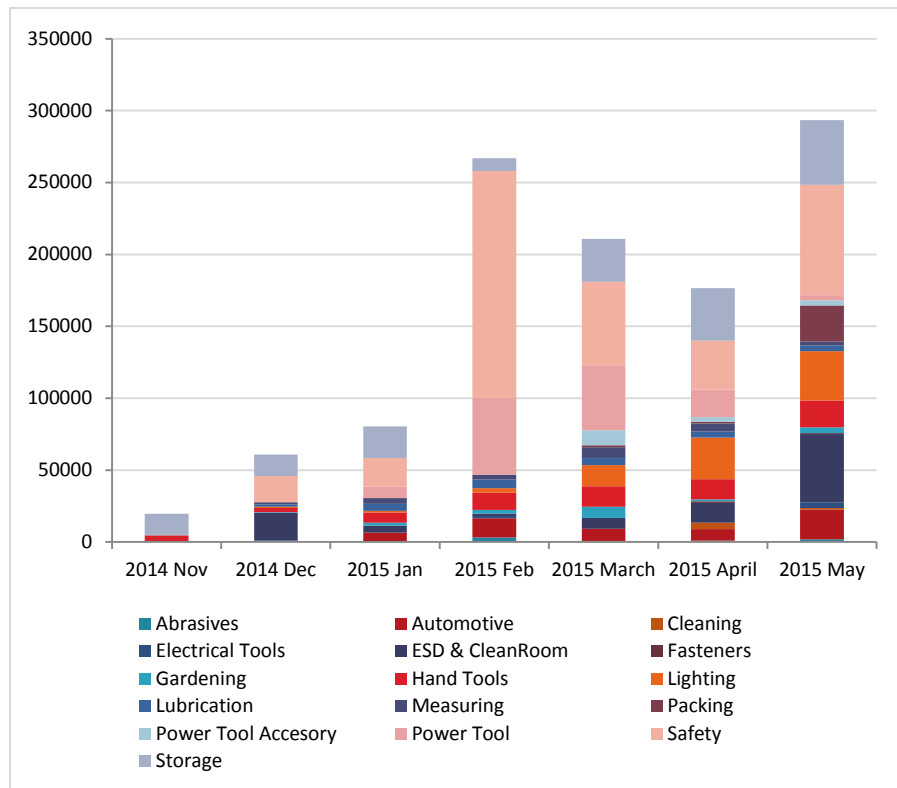
Customers



Payment Modes & Brands



Categories & Deliveries



Funding Ask

- Funding Ask – 2Mn USD
- Purpose of Funding
 - IT Solution Development
 - Operation Scale Up
 - Resourcing – Operations Team
 - Zonal Presence
 - Marketing Scale Up (Online)
 - Own Branding



Thank You

Contact Information

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