



# Cross Border Solution

Presentation | 10 August 2022



**Cross border sourcing of raw materials is extremely complex, unstructured and Ipsum ? for a manufacturer!**

Ipsum ? face these challenges while importing raw materials



### Ipsum ?

- Working with right seller - almost impossible for an unaccustomed manufacturer
- Pricing disparity & instability
- No viable solve for smaller order quantities



### Manufacturer (with Import dependency on raw materials)



### Ipsum ?

- Poor control over quality Wrong product moved & de-frauds
- Forced to rely on multiple sellers & geographies to de-risk supply



### Ipsum ?

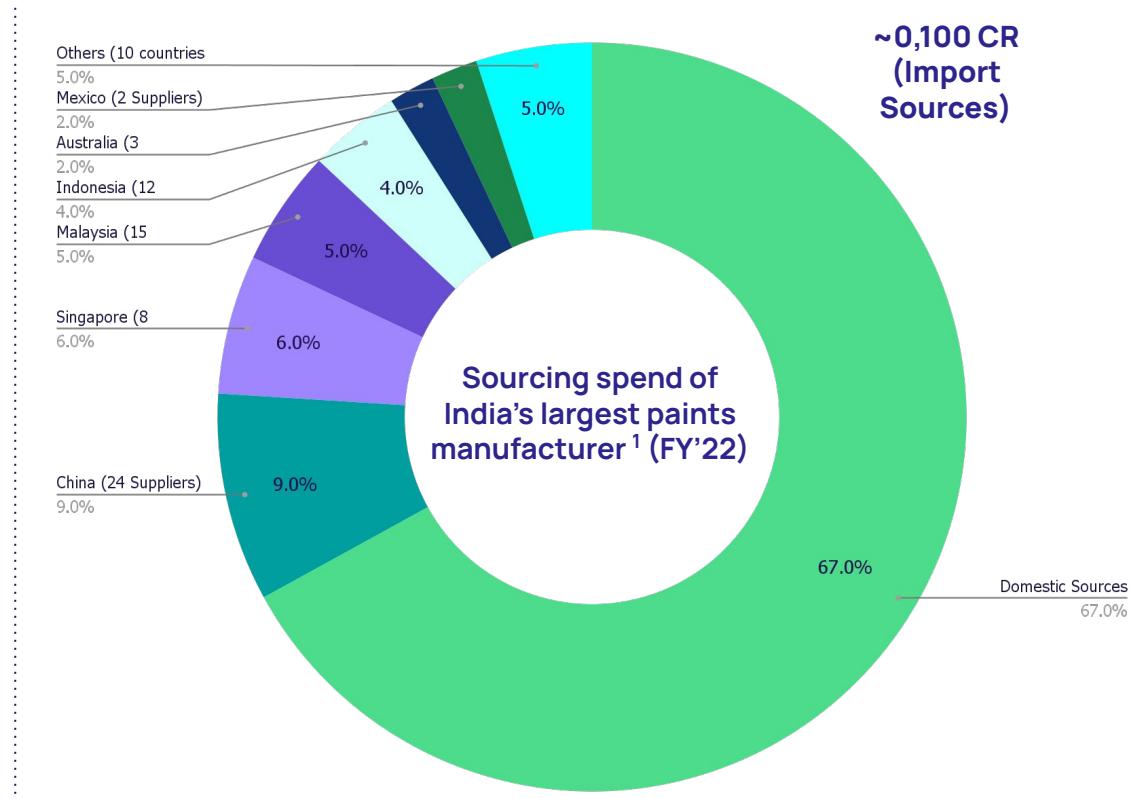
- Large MoQs block significant working capital
- Limited trade financing options for SMEs

Even a **large manufacturer** with high bargaining power have to liaise with multiple suppliers across geographies for Raw Material sourcing

## SMEs face steeper challenges

This Indian large paints manufacturer typically deals with **~00 suppliers** across **00 countries** for **~00%**<sup>3</sup> of annual procurement (~INR 00000 CR)

Sources:  
 1, 2 DGFT  
 1, 3 Listed large paints manufacturers' annual report FY22



Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem I

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Lack of an  
integrated  
discovery to-  
delivery solution,  
while ensuring  
quality & price

T Ipsum ? Ipsum ? ed need for **tech-led disruption**

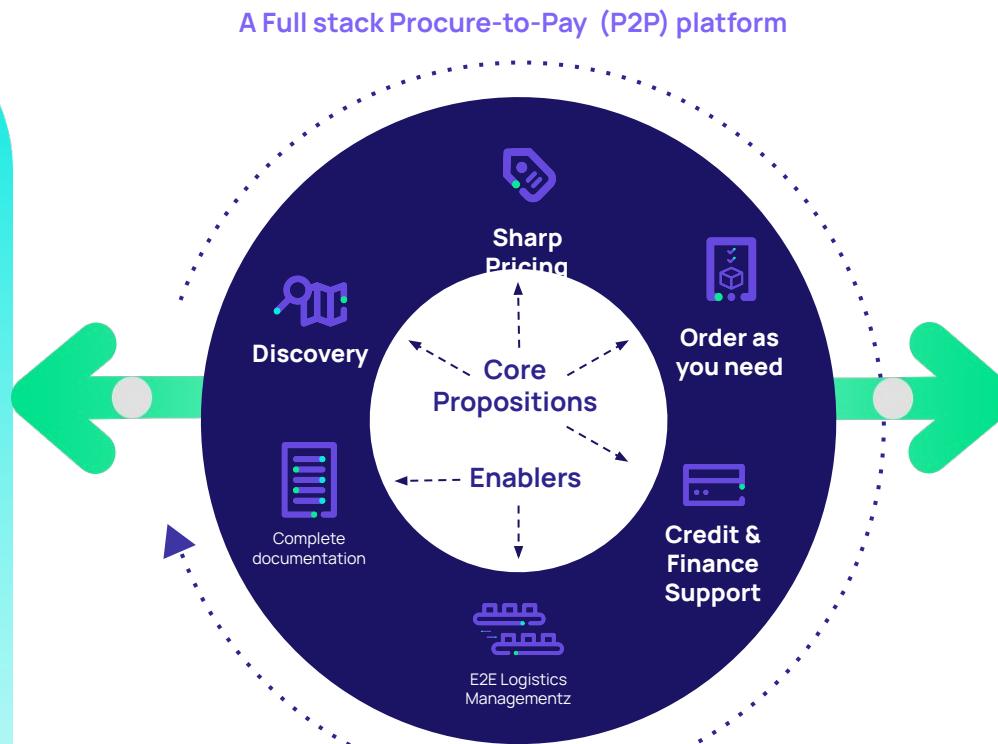
\* DGFT

\*\* Listed large paints manufacturers' annual report FY22

# What is Ximkart?

Ximkart is a one-stop cross-border Lorem Ipsum is simply dummy text of the printing and typesetting industry manufacturers

Ximkart's integrated solution is to simplify import sourcing for buyers globally



## Our TG

## Our Capabilities

## Our Margins



A.

Lorem Ipsum ?  
Lorem Ipsum ?



B.

Lorem Ipsum ?  
Lorem Ipsum ?



C.

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## Our TG





We are the **primary source of imported raw materials** for manufacturers - both SMEs & established players



India's Imported Industrial Raw & Semi - **finished material market** is worth ~USD **187 Bn**<sup>2</sup>



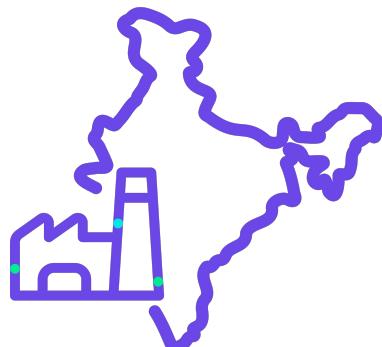
**Over 21 Lakh manufacturing units**<sup>1</sup> are registered with India MSME Department



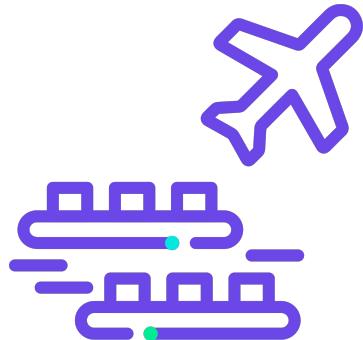
Key addressable industries include - **Metals & Alloys, Chemicals, FMCG, Textile and Pharma**



## India's Import landscape

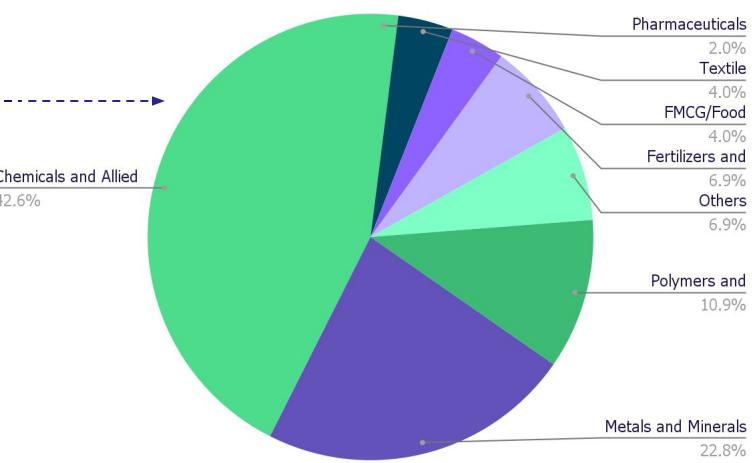


**Cohort of over 00 Lakh manufacturing units<sup>1</sup>** registered with MSME Dept. consume this raw material

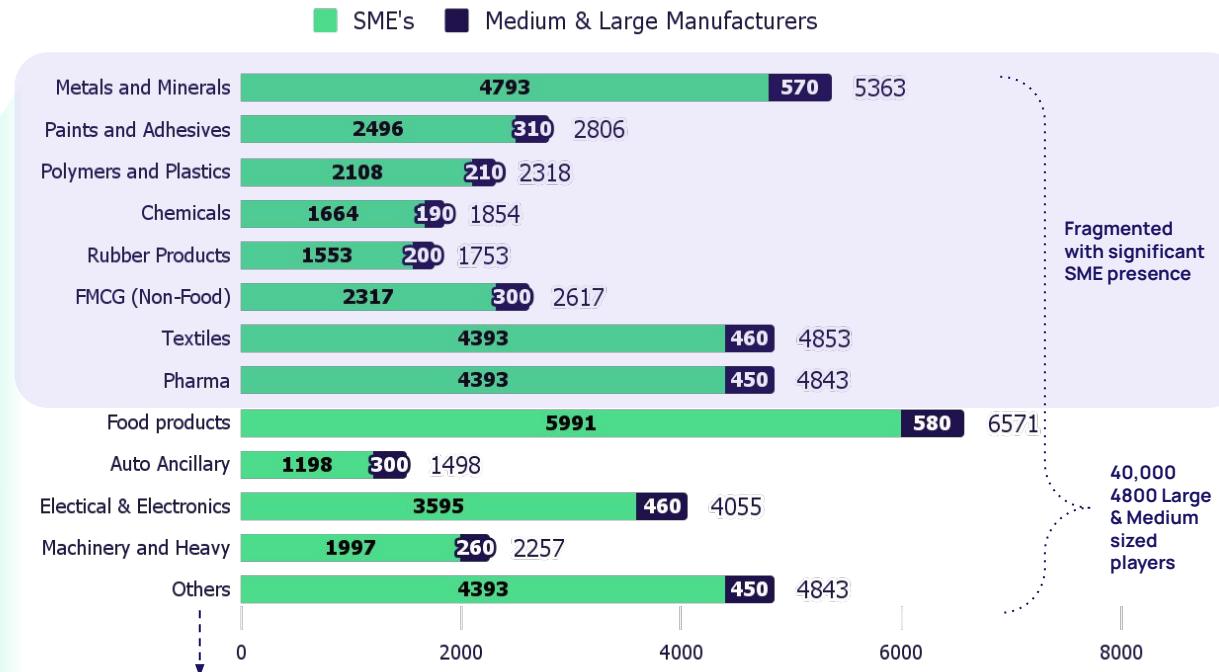
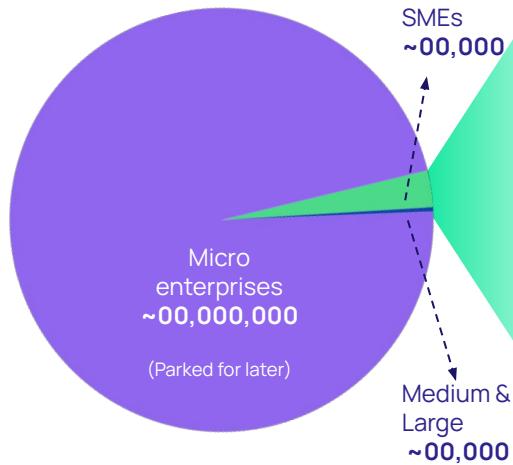


India's Imported Industrial Raw & Semi-finished material market is worth ~USD 187 Bn<sup>2</sup>

Type of Goods	Imports - FY22 (USD MN)	% Share
Petroleum	2,76,521	45%
<b>Raw Materials</b>	<b>00,431</b>	<b>00%</b>
Finished Goods - Electronics	74,414	12%
Machinery/ Equipments	51,863	8%
Transportation Systems	11,064	2%
Defence	5,138	1%
FMCG Goods	3,804	1%
Other goods	2,040	0%
Apparel and Lifestyle goods	776	0%
<b>Grand Total</b>	<b>0,13,052</b>	<b>00%</b>



**Lorem Ipsum is simply  
dummy text of the  
printing**



Other manufacturing industries like Auto, Cement, Defence are un-addressable now due to significant consolidation

### Key addressable industries include

Metals & Alloys

Chemicals

Textile

Pharma

FMCG

Our  
Capabilities

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### **Lorem Ipsum**



- Sourcing from top global manufacturers: Eliminating layers
- Supply consolidation at source
- New alternate products/ brands

### **Lorem Ipsum**



- Forward stocking of key SKUs
- Local strong trading partners for hyperlocal fulfilment

### **Lorem Ipsum**



- Comprehensive product offerings<sup>1</sup> in each industry to cover higher share of customer's RM needs

### **Lorem Ipsum**



- Robust QC process at source, partnership w/ testing labs
- Work with top & trusted sellers

### **Lorem Ipsum**



- Strong working relations with global manufacturers
- Volume consolidation by taking stock positions

### **Lorem Ipsum** **Lorem Ipsum**



- Supplementary tech-tools for improving customer experience
- Inventory management tools
- Re-ordering & demand planning tools Dashboards for spend analytics.

Sources :

1. All products required for Al Alloy industry offered; Products covering 70% of purchase value offered for Paints industry

# Our Margins

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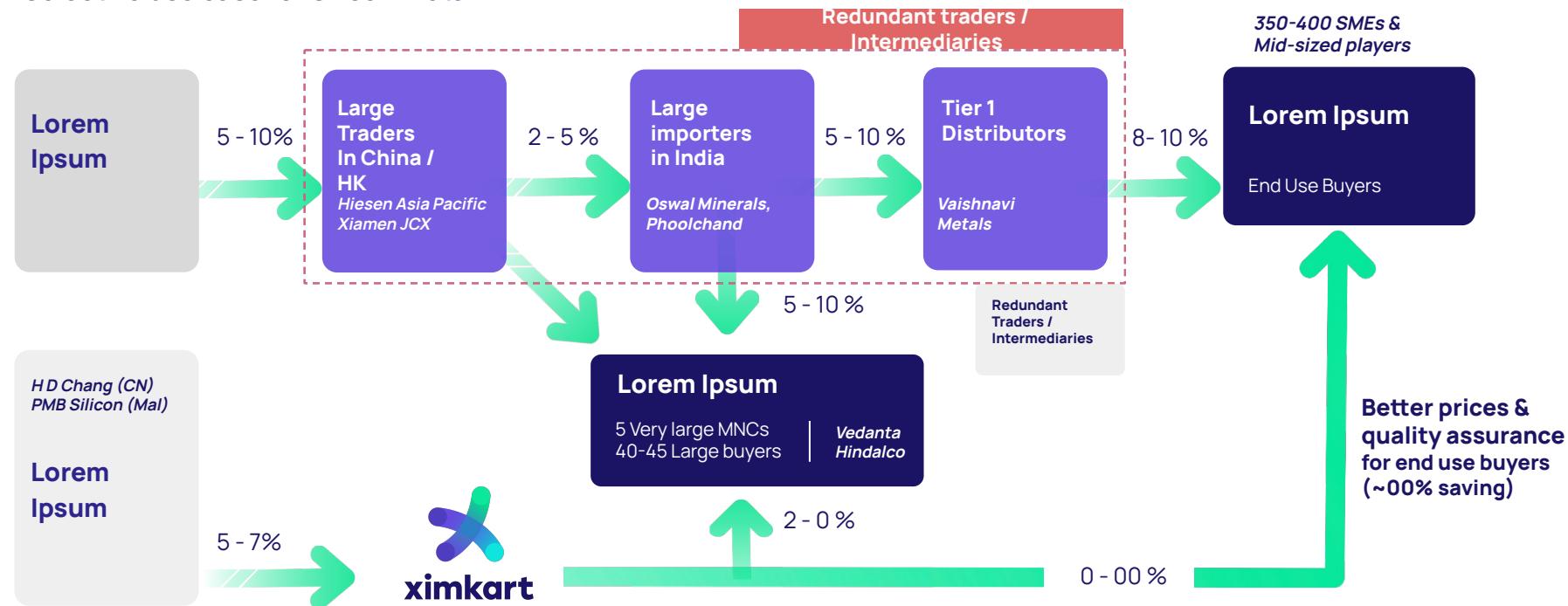
## How much margin will we make? And how does it compare with the existing landscape?

Core Margin/ Competency Area

Sr No.	Key Margin Drivers	Ximkart's Expected Margin	Large Traders	Manufacturers With Direct Imports
1	Core B2B Imported margins in Commodity play	Upto 0 % (KAM) 00 - 00 % (MSMEs)	0 - 0%	
2	Direct sourcing from top manufacturers: eliminating multiple layers of trade intermediaries	Upto 0 %	-	Upto 0 %
3	Supply consolidation at source leading to volume based discounting with sellers	Upto 0 %	-	-
4	Offer Credit/ financing VAS to end-use buyers in 4-5 cash conversion cycles annually	0 - 0 %	-	-
5	Value Add Integrations: Tap Indirect/ Secondary import markets by acquiring value add manufacturers	00-00 %	-	-
6	ML driven tools to strategically predict pricing and take positions	00 - 00 %	00 - 00%	-
<b>Net Margin Advantage for XimKart over conventional importers</b>		<b>00 - 00 %</b>		<b>Strategic and Selective</b>

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s,

\*Selective use case for Silicon metal



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