

Bizom – Worldview

Strategy Note

Bizom: E-RTM Landscape



Brands

- Distribution Planning
- Partner discovery
- Multi Channel enablement
- Marketing Augmentation



Multi-brands Distributors

- Business Discovery
- Capital Efficiency
- Demand consolidation



Retailers

- Brand Connect
- Demand Consolidation
- Trade credit
- Transparent Buying



Consumer

- Channel agnostic experience



ERTM: Allowing Brands to Plan and Plugin to the Distribution network powered to improve capital and trade efficiencies on a single Platform.

Brands on Bizom E-RTM Platform

Brands
Unified Retail
Execution Platform



**RTM
Planning**

Planning Distribution
Right Territories | Right Partners | Right Outlets



Eagle Eye
(Perfect Retailer
Intelligence)



Q-Maps
(Hyper Local Grid
Intelligence)



BLITZ
(Retail Planning for
D2C)



Optimization

Augmentation with Analytics
Right Inventory Levels | On-Time Logistics | Distribution Partners | Retail Touchpoints



ARS



**Suggested
Order**



**Beat
Optimisation**



**Smart
Merchandizing**



**Delivery
Optimization**



**Partner
Engagement**

**Manage Partner Engagements, Identify & Reward Right Partners to Improve
Trade | Capital Efficiency | Logistics**



Trade Credit Enablement
(Credit Between Brands & Partners)



**Retail
Orchestration**

Centralized Management of Retail RTM
Demand Generation | D2R | Marketing Automation at Retail Touch Points



Warehouse Cascading
(Cloud Warehouse Orchestration)



D-Commerce
(D2C fulfilled by GT)



Distiman
(Multiband Retailer App)

Distributors on Bizom ERTM Platform

Distributors
Increased and Improved
Business through ERTM
Practices



Execution



Warehouse Cascading
(Cloud Warehouse Orchestration)



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Optimization



ARS



Suggested
Order



Beat
Optimisation



Delivery
Optimization



Retailer
Engagement



Distiman
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Trade Credit Enablement
(Credit Between Distributors & Retailers)

Improved Distributor Execution through Demand Gen

New Distribution Opportunities | New Brand Partnerships | New Retail Touchpoints

Augmentation with Analytics

Precent Stockouts | Increased Offtake | Increase Marker Coverage

Manage Retailer Engagements, Identify & Offer

BNPL to Retailers | Improve Capital Efficiency | Partner Discovery for Activities

Retailers on Bizom ERTM Platform

Distributors
Increased and Improved
Business through ERTM
Practices



Retail
Execution

Single Platform Retailer Execution
New Brand Discovery | Multi Brand Management | Promotion Activities – Loyalty, Contests



CaaS – Cataloguing as a Service
(Retailer Access to Relevant Catalogues)



D-Commerce
(D2C fulfilled by GT)



Distiman
(Multiband Retailer App)



Optimization

Augmentation with Analytics
Right Buying Insights | Credit Enablement



**Suggested
Order ++**



**Outlet Potential
Score**



Trade Credit Enablement



Demand
Gen

Retail Demand Aggregation
Participate in JIT Channels | Participate in Fulfilment for Hyperlocal & E-Comm



**Conversational
Commerce**



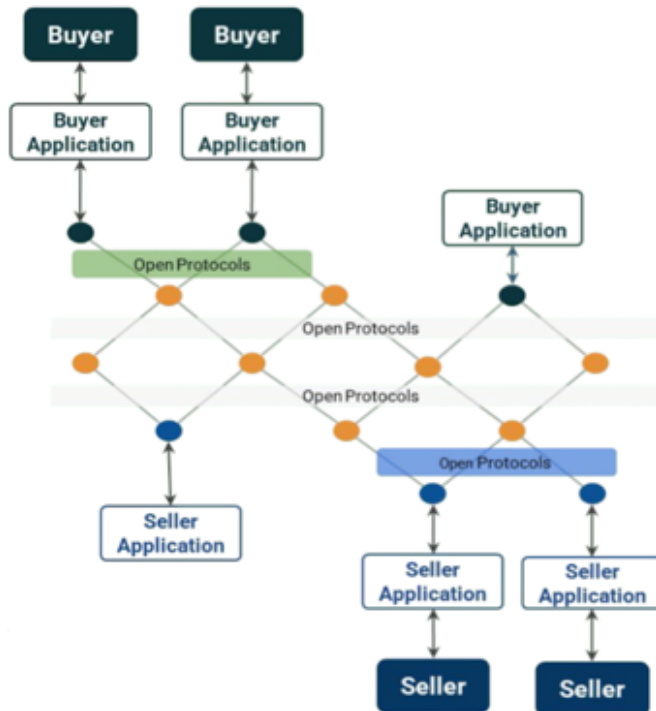
D-Commerce
(D2C fulfilled by GT)

ONDC – A Revolutionary Opportunity Full of Problems

(Think BHIM – shell platform with no discovery of friends / merchants / services)



ONDC will be a Wild West where Critical Components of Retail Will Have to be Rebuilt



Great For Brands to Execute



Decentralized Commerce
No Gated Gardens



Unified Consumer Experience



Leverage Established Networks
Take Distributors & Retailers Online



But, with Significant Barriers to Success



Global Catalogue is a Mess
*| Duplicates | Outdated Data |
| Missing Info. |*

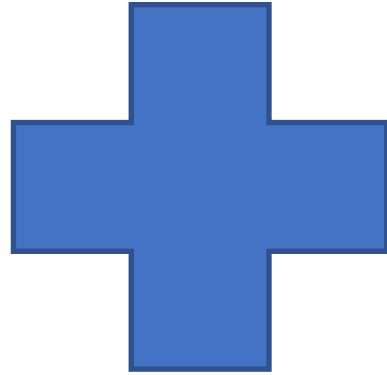
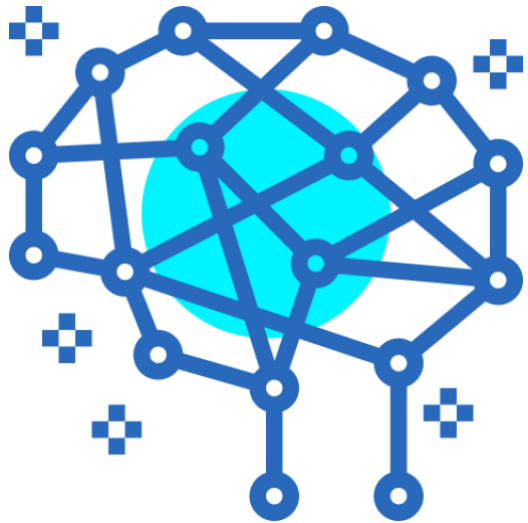


Rebuild Partner Networks
*| Capability Remapping |
| Market Re-evaluation |*



Poor Buying & Selling Experience
*| Feature Light Platform |
| Low Focus on Outcomes | Untraceable |*

Bizom's Opportunity to Provide Plug-n-Play E-RTM
Sea Change: Ownership of Execution Network Shifts from Brand to Bizom



BIZOM ERTM+ ONDC Unlocking Intraoperability

BIZOM's Moats in an ONDC World

Network Moat & Ownership

Key Brands & Distributors already onboarded

Data Moat

Category Performance & Relevant Partner Data built over Time

Data Captured in Time

Time Machine: Only Way to Replicate Data

Product Moat

E-RTM requires Digitization & Optimization Stack

Alternatives will need to be Pathbreaking

Continuous Innovation will Maintain Margin

Brand Recognition & Scale

Top of Mind Product for RTM Technology in India & EM
Captured Key Distributors & Marquee Brands

Our OKRs to Achieve Dominant Influence over the Opportunity

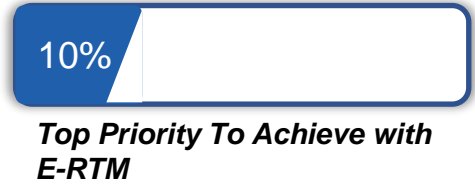
**Onboard
Must – Have
Brands**



**Distributors
Onboarded**



**Retailers
Onboarded**



PMF with New Products



CaaS
Status: Working



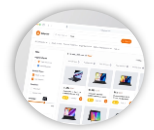
Seller App

**ONDC – B2B Buyer & Seller Apps for
Distributors & Retailers**
Status: Working
ONDC – B2C Seller App for Retailers
Status: MVP is out



Credit Enablement
Status: MVP is out

Ecosystem Outreach



**E-Commerce & Marketplace
Integrations**



**Retailers & Distributor
Onboarding on ONDC Network**



Enterprise Tech Workshops

Revenue Opportunity on E-RTM & ONDC

**CPGs Spend 30% – 50% of
Revenue on RTM**

Schemes & Discounts
(4%-6%)

BTL & Trade Margins %
(15% – 30%)

Sales Force
(8% - 10%)

Logistics
(6% - 8%)

3% Take on all RTM Spends

ONDC

 **BIZOM Network**

E-RTM Cloud

Planning

Execution

Intelligence

Demand Gen

Thank you

MAYBE Backups

Independently Running Practice Defining E-RTM Experiments Today

(Think PayTM, MobiKwik Pre-UPI)

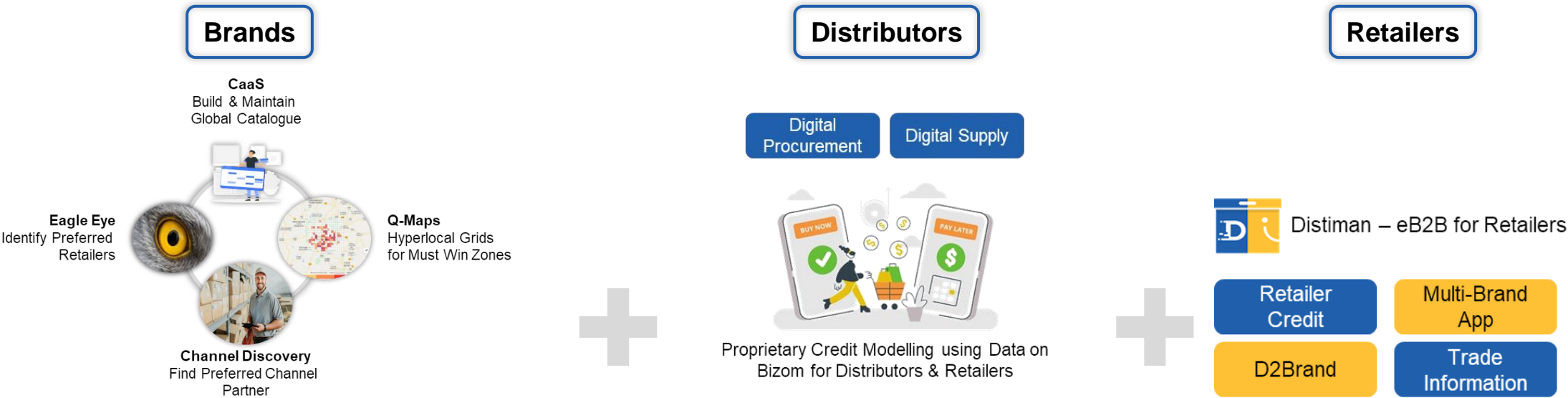


Single Window
Channel Agnostic
(Offline / Online)
Retail Execution Platform



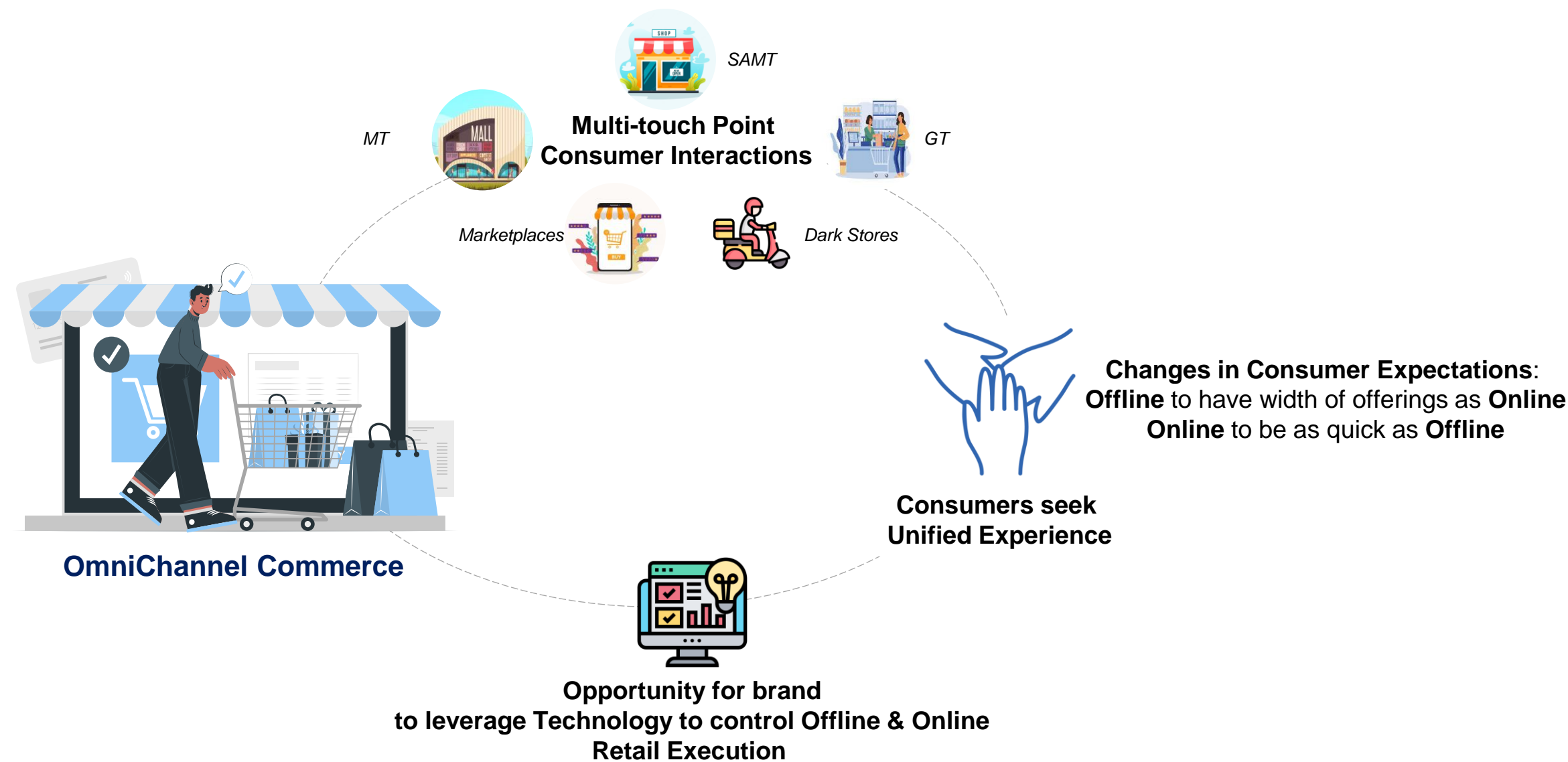
Seamless Cross Channel
Orchestration Across Network of
Partners
(Warehouses / Distributors / Retailers / Logistics)

Experimenting SOPs for Omnichannel Execution



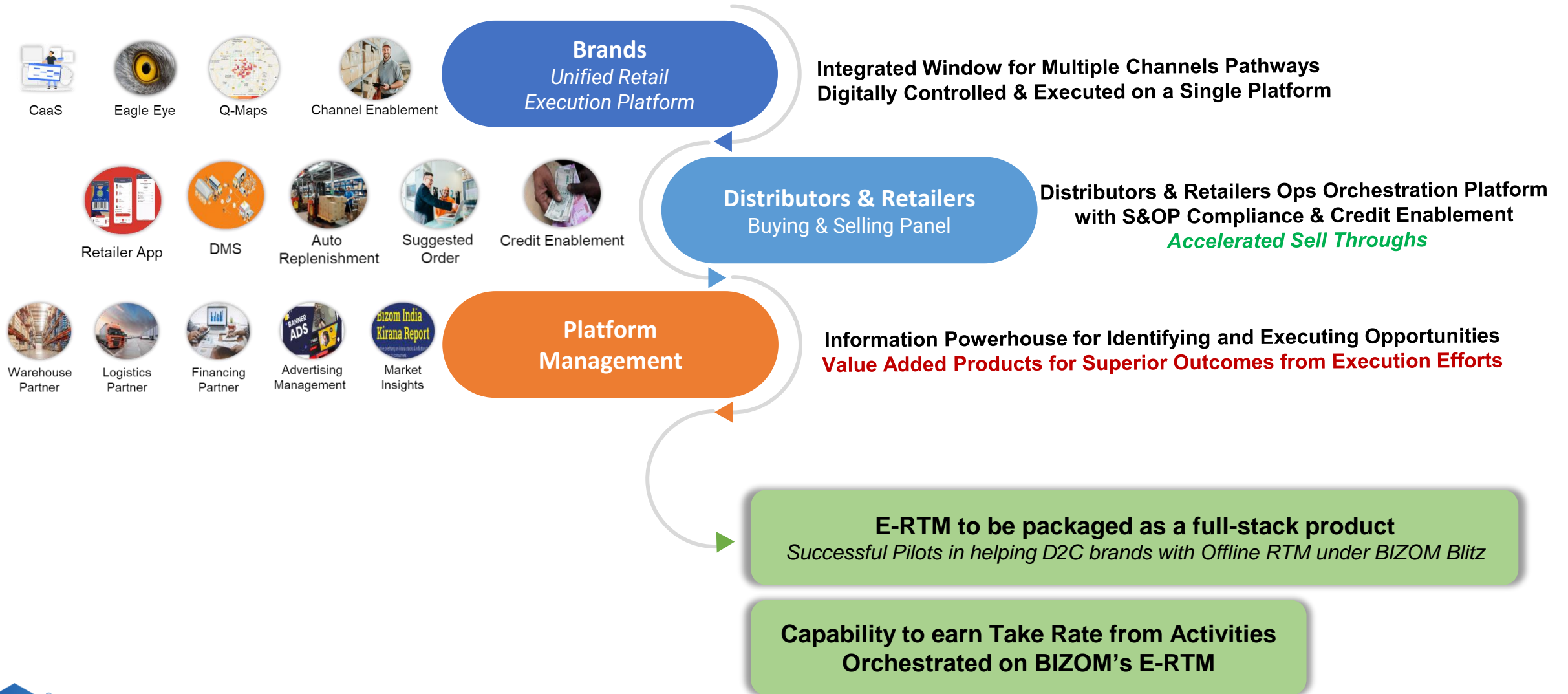
We are becoming the Only Way for Brands to Create a Closed Loop Retail Execution

Bizom's World View – Omnichannel will Reign Supreme



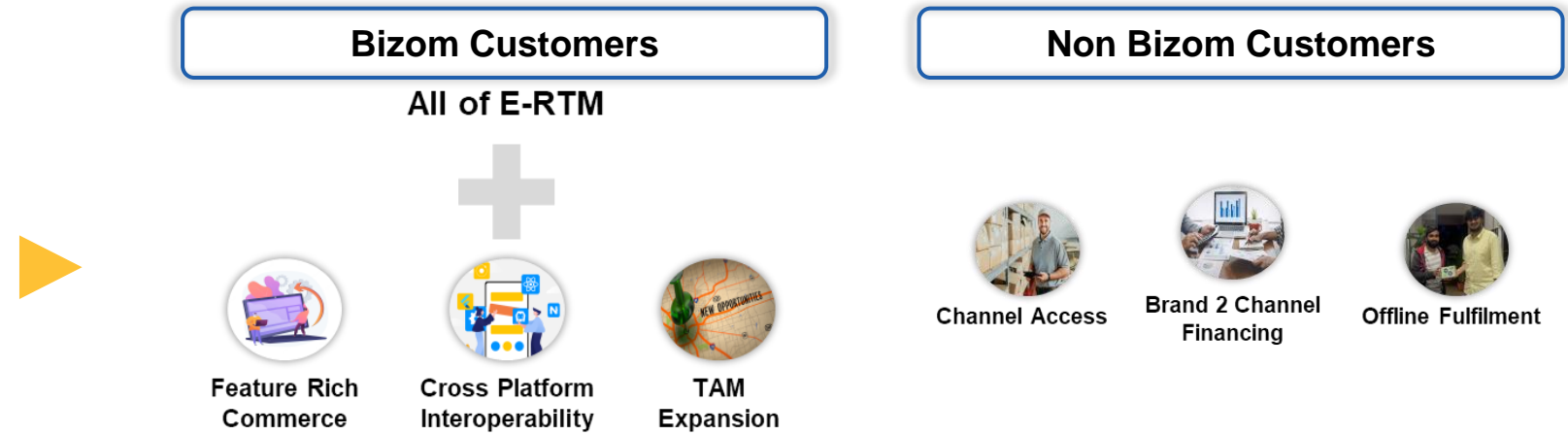
Double Clicking on E-RTM

Planning | Execution | Transaction Enablement | Analytics



BIZOM Best Positioned to Enable Brands & Distributors to Win on ONDC

(Think PhonePe, Google Pay on UPI – Provide Perfect Execution out of the Box)



Roles of Each Actor

