

# CPG Route-To-Market (RTM) is Costly & Lacks Efficiency

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





**Opportunities** 



Revenue Leakages



Poor Decisioning

### **GTM Challenges**

Distribution Inefficiencies

Data Dark with Stale Insights

Supply Chain Leakages

**Analog Systems** 

Outdated Distributor Mgmt **Systems** 

**Schemes & Discounts** (4%-6%)

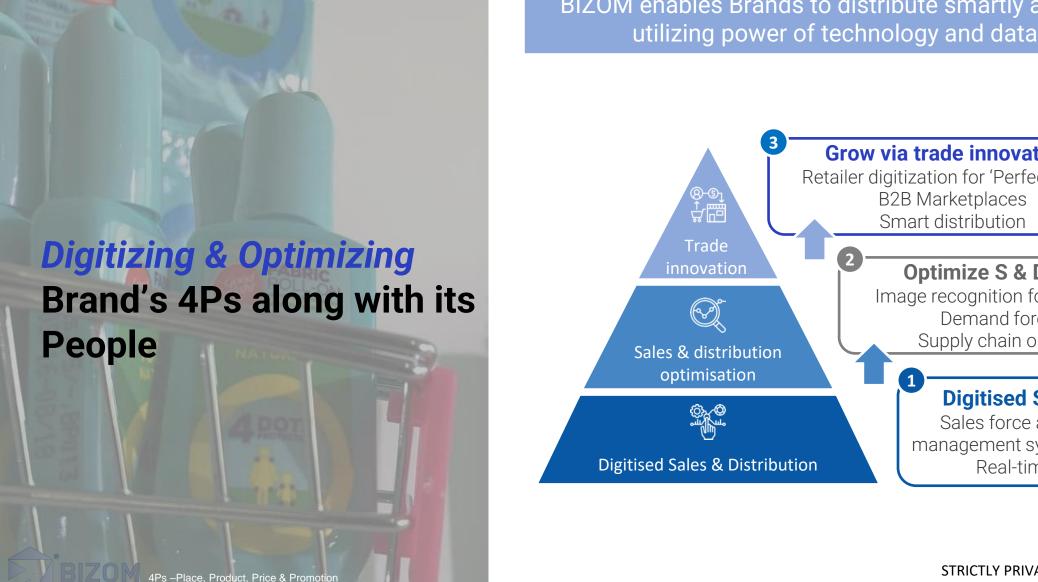
**BTL & Trade Margins %** (15% - 30%)

> **Sales Force** (8% - 10%)

> > Logistics (6% - 8%)

# BIZOM is the Retail OS for the Emerging Markets

BIZOM enables Brands to distribute smartly and efficiently by utilizing power of technology and data analytics



### **Grow via trade innovations**

Retailer digitization for 'Perfect Store'

### **Optimize S & D decisions**

Image recognition for brand visibility Demand forecasting Supply chain optimization

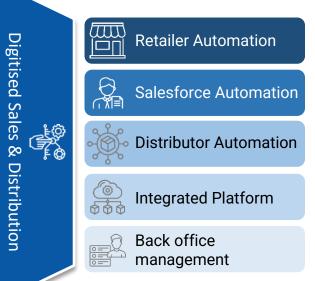
### **Digitised Sales & Distribution**

Sales force automation, Distributor management system, retail execution etc. Real-time insights & alerts



# With Digitization, We are Each Brand's & India CPG's System of Records

(Capturing 50mn CPG Transactions/Day)





**Unique Outlets** 

"Day in the Life of" Multiple Mission Critical Personas Managed on Bizom

Users

**Brands** 



**Unique SKUs** 

# **BIZOM Uniquely Positioned in Driving Industry's Narrative**

**BS** Business Standard

Rural demand for FMCG products nears positive territory i...



data for the ba

FE The Financial Express

Household financial savings at 30-years low

The fall in volumes was sharper in rup a maintain at 3.07 price increases and lower unit growthwith. Data from Bizom 5 days ago

led by both double-digit

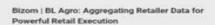


**Insights Referenced by All Major Business Publications** 



Ensuring Product Availability in Times of Lockdown

If you have any or clear questions in your first, waster this inequally expossing how are intellers able to stook up their analyses. Until are they occoming? Who are the unsuring network leaging the budgly chains about some they during differently to arouse occars and Addingeral.

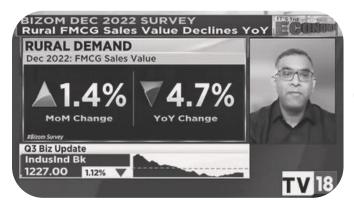


Collecting retailed data was proped for BL Agrob expension plane. They stands odth 25 retailed in Delfit, and not they such with 55,000 retailed across the states. This is not whole story and how BL Agrobine the large waith this preprint.



Loudest Voice in Evangelizing Tech-Led Perfect Retail Execution

Industry's Single Source of Truth
with Proprietary Insights Gathered from
Ring Side View to India CPG



**Only Source with Real Time Insights** 



### We are Preferred Partners for Enterprise RTM Digitization in Emerging Markets

Winning Against Entrenched Incumbents Overriding Complex Change Management Protocols





**Top of Mind** Product for Digital Transformation

**Biggest Challenger** of RTM Digitization Solutions

**Preferred Digitization Partner** for Marquee Customers

Our Winning Proposition: Critical Workflows
Built on Strong Data Moats





# Helping Traditional Brands and Brands of Tomorrow Optimize Omnichannel Capabilities



### **BIZOM helps leading Brands optimize across 3 critical areas**

Right Place

Right Product

Right Time



Identify & Capture Must Win Markets

Data Driven, Market Specific Product Mix Optimization Demand Insight based Inventory Optimization

Data & ML Models at the core

**Trusted By** 





epigamia





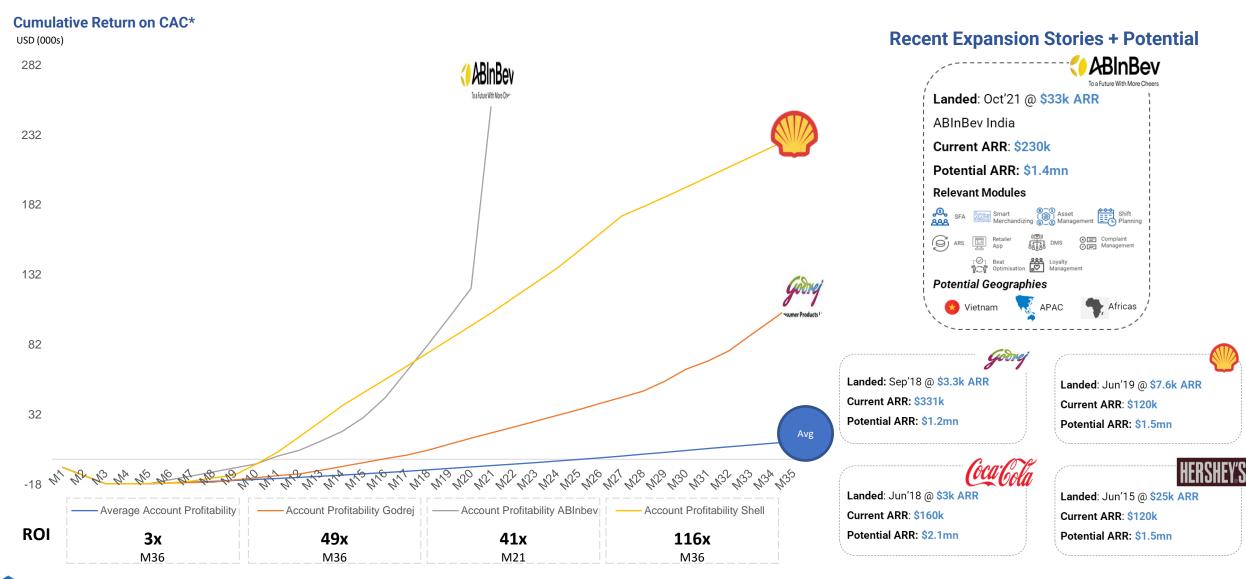




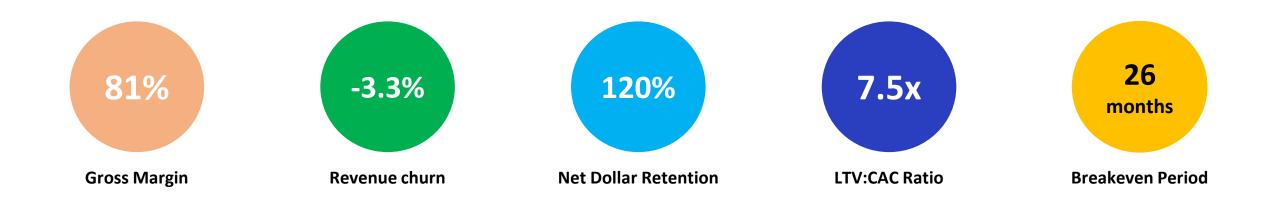


Optimisation

# Super Sizing Accounts with KAM based GTM; Superior Economics



### ....And we have built this network with strong business fundamentals!



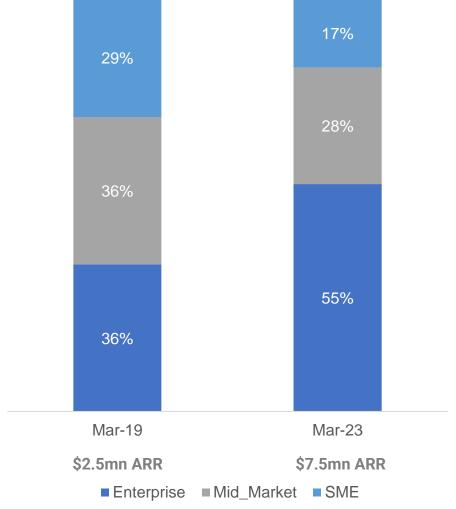
**8x**Average M24 Enterprise
Account Size

4x
Average M24 Mid-Market
Account Size

### **Efforts Show in Results**

### **1.5x** growth in Enterprise Account Revenues







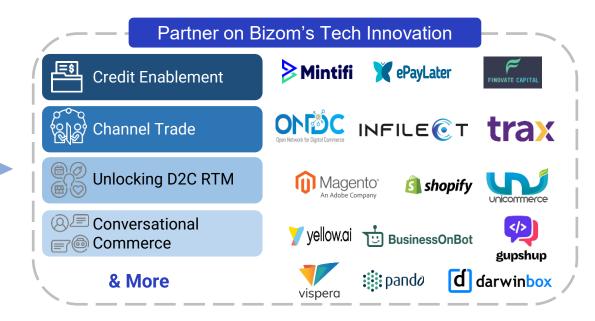






### **Full Retail Commerce Cloud with Trade Innovation Products**





**Build Walled Garden Around Brand's Tech Stack With Gatekeeping Advantages** 

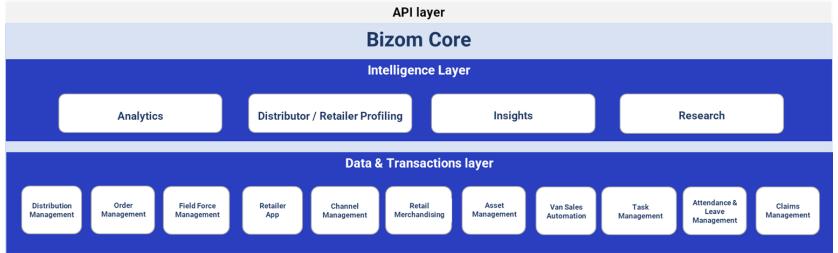
**Successful Pilots with Forward Thinking Brands** 







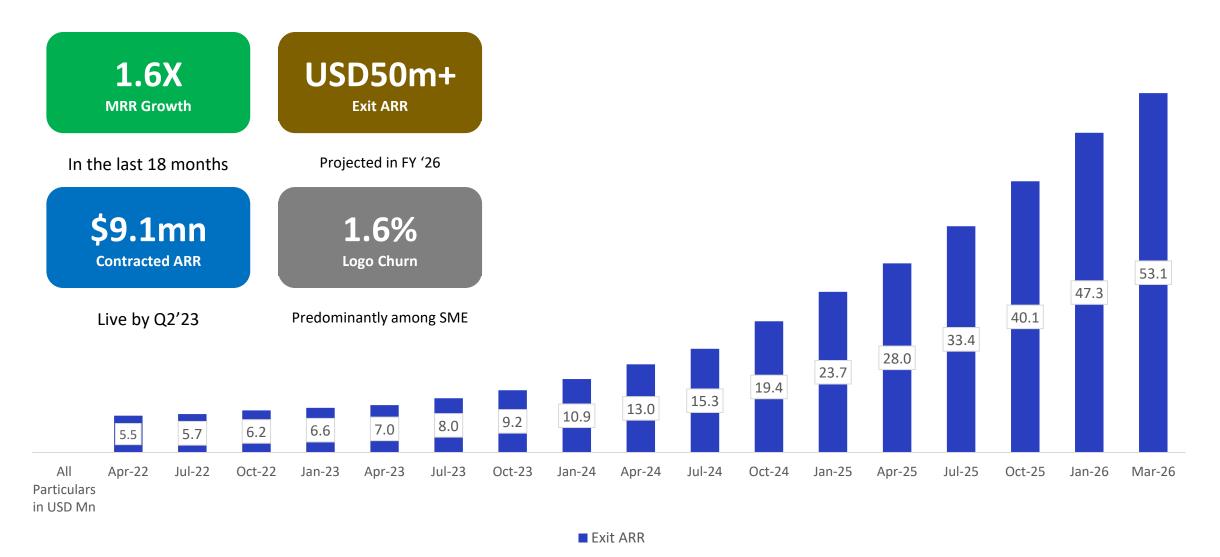








### Growing with Full Pipeline, comfortably on track to be \$50mn+ ARR by FY26





Conversion Rate: 1 USD = INR 80

### Our GTM to be a USD 50mn ARR Company

Expand Width



#### **New Logo Acquisition**

Across Enterprise, Mid-markets, SMEs & emerging markets



#### **Expand Verticals**

Pharma OTC, Fashion, Medical Devices



#### **Expand Geographies**

SE Asia, Middle East, North Africa & Mexico

**Expand Depth** 



#### **Enabling Intelligent Services**

Modular Expansion across Accounts: Credit Enablement, Optimizations, AI/ML Merchandizing



#### **Expand Geographies**

Enter BUs of Existing Logos in Multiple Markets



Sales Force Automation



DMS & RA



Analytics & Optimization



#### **Increased MRR**



Improvement in Retention



Higher Net Dollar

Retention

Already Present in 30+ Emerging markets (10% of ARR)









































### Experienced founders & strong operating 2<sup>nd</sup> line



### **Lalit Bhise**

Co-Founder & CEO





Invented hybrid mobile programming, patent in visual merchandising using image recognition.

Indian FMCG expert having worked with market leaders for 10 years.



### **Shree Kulkarni**

Co-Founder & Head of **Customer Success** 





Expertise in project control with large enterprises.

In and out knowledge of FMCG ecosystem by working with many brands for past 10 years.



### Vasudeva M

Co-Founder & CPO







Built world's first mobile based healthcare system.

Has been building great tech teams and products for past 15 years.



Akshay D'Souza Head of Insights & Growth











Nikhil Chhaochharia Head of Engineering







Krishna Kothari UK - CEO & Sales Head







Backup: Business data

# ..We are Casting our Nets across the Brands of Emerging Markets

BIZOM is Orchestrating a "Surround and Conquer Strategy" to dominate the Digital Journey of Consumer Brands

# of Target Brands (Ent. & Mid-market)

3,076

**TAM of**\$1.8Bn

W.Avg Size of Accounts

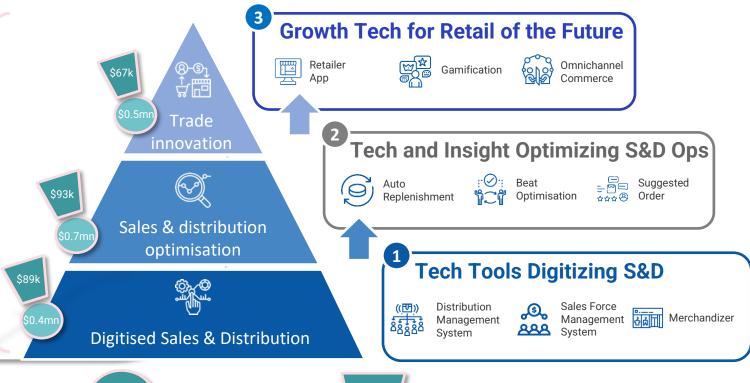
\$0.6mn



W.Avg Share of Target's Revenue

In India Alone!

0.3%



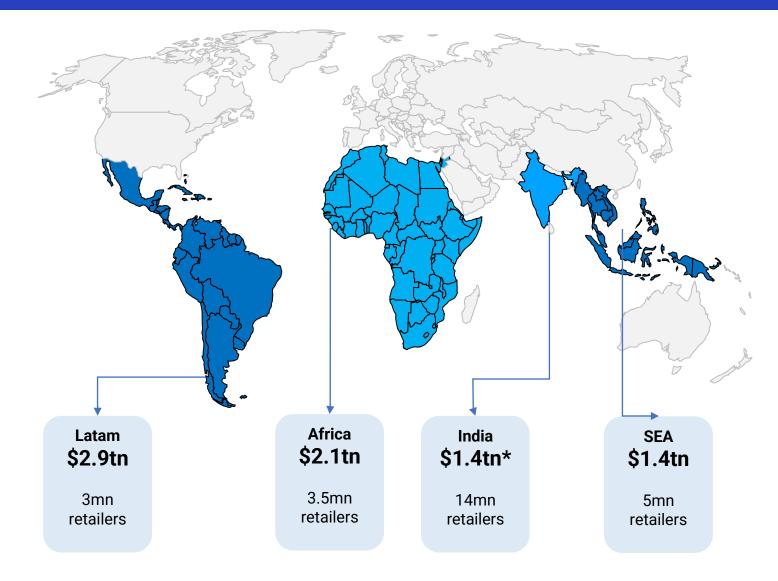


Average Enterprise
Account Size (Potential)



Average Mid-Market Account Size (Potential)

## Emerging Markets continue to be Pie in the Sky for Global CPG





### **Promising Market**

- 25mn+ Mom & Pop Stores
- Very Little Penetration by Global CPG



### **High Entry Barriers**

- High Cost to Service
- Difficult to Penetrate



### Ready to Ride the Wave

Smartphone and Digital Payment Apps already adopted



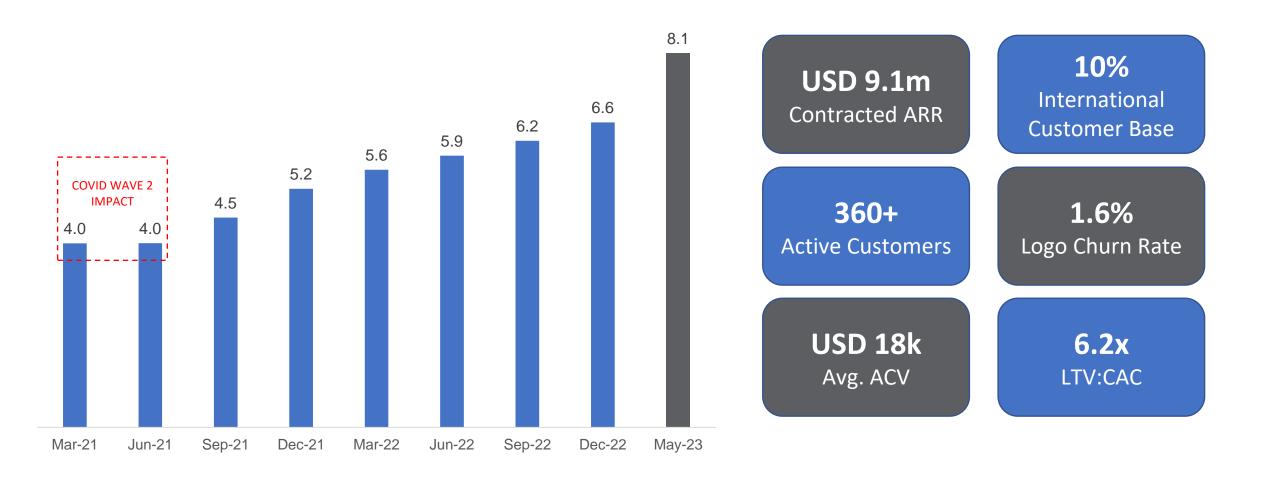
### **New Platforms Taking Lead**

Amazon and Alibaba already luring these stores to join there platform



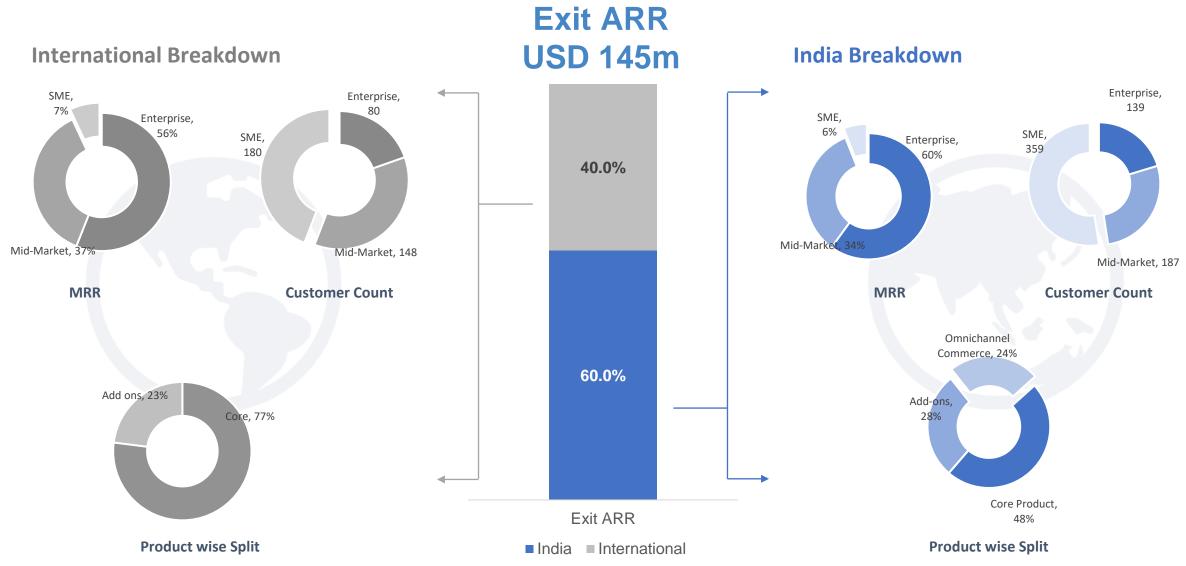
Note: All Market Size are 2025E (India is 2026E)

# Growing with full pipeline and our contracted MRR is ~ USD 0.8m





# Glance at Bizom in March 2027





### Our Platform has Enabled Great Outcomes for Customers







113% Increase in drop-size

~3M GBP
Incremental sales within 9
months of implementation

**24 Hours**Guaranteed delivery time from initial 4 days

**BAUSCH+LOMB** 

**60%**Reduced Stock ageing at outlets



**86%**Channel/Distributor Fill rate



**90%+**Visibility in rural operations within 6 months



**2x**Presence in 150k outlets



**25%**Growth in MBOs



### We are Rated Highly by Customers, Users and Peers

### Deloitte.

Press Release: Deloitte

500

Technology Fast 500 2019 APAC WINNER High-Growth
Companies
Asia-Pacific
Statista 

2020

Top 100 Fastest Growing Company in APAC



NASSCOM Emerge 50 2021



CII Centre for Digital Transformation The Most Innovative Best Practice -Sales Force Automation

Dx Awards - 2022

# Bizom Reviews by Mobisy Technologies in Customer Relationship Management

4.6 ★★★★★ 206 Reviews

**Gartner Peer Reviews** 

#### **Brand Testimonials**

"Bizom's gamification really helped us achieve all our strategic objectives. All our KPIs were met and even exceeded"

HERSHEY

"Today ,with Bizom, India has become a benchmark - regionally & globally.....We are way ahead of what other markets are doing or thinking about"

#### **Gartner Peer Reviews**

The transparency and enthusiasm by the team in ensuring how much we can have a hands-on experience of the solution was an exceptional experience for me

-Program and Portfolio Analyst, \$10Bn-\$30Bn company

They have a very strong product which covers entire sales hierarchy down to the retailers. It has given complete visibility on entire business & how our products are faring in the market right from product placement to performance

-Analyst, \$10Bn-\$30Bn company

#### **App Reviews**

Bizom makes works easy and we can track data, This product is helping end to end for their users \$\mathbb{A}\$, easy to track the retailer salesman details (and) data.

-Parameshwar Biradar

Lite, user friendly, a platform for companies to monitor their sales force. No more order taking on pen and paper, you can free yourself from manual reporting. Bizom is a complete package in terms of Sales force automation

-Vinay Kumar



# Strategic advisors and impactful board

### **Strategic Advisors**





Sridhar Turaga **Strategic Advisor** 



**02s**<sup>360</sup>





(Nats) **Strategic Advisor** 



Foundation Partners RNT Capital

### **Large & Sustainable Investors**







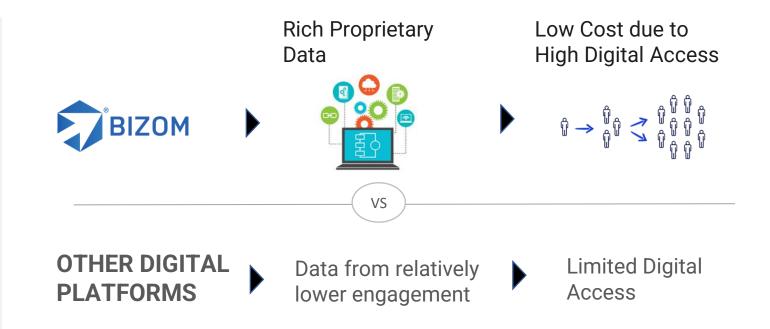
Backup: Expansion

# Best Positioned LSP\* for Digital Lending to CPG Intermediaries

### **DIGITAL LENDING to Grow 10-15x**



- Banks & FI's Unable to meet Credit Demand due to Non Availability of Data and High Processing Cost
- 1. 40% SMB forced to Borrow from Informal Sector at 2-2.5x Interest Rates



Bizom is perfectly positioned to Enable Lenders by providing rich proprietary data for credit underwriting





Note: \*Loan Service Provider

# We are Helping Traditional Brands Build Omnichannel Operations

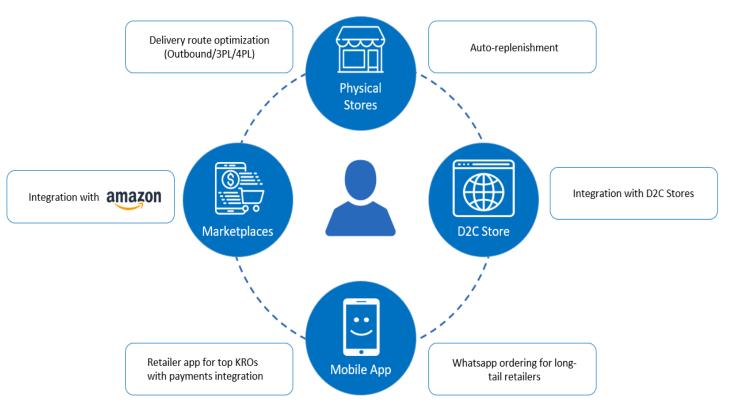
We are helping brands conceptualize, create, and deploy omnichannel operations

# Unlocking the potential of ONDC for Customers



### **TATA CONSUMER PRODUCTS**





#### Roles one can play on ONDC

## Connect Buyers to the Network

Get buyers to use your interface to purchase goods and services from any ONDC registered seller

#### **Connect Sellers**

Create apps through which merchant / seller can list their goods and services and do business by interacting with buyers

#### **ONDC Gateway**

Show the search query received from buyer-side app to all seller-side apps, based on location, domain, etc

#### **Technology Services**

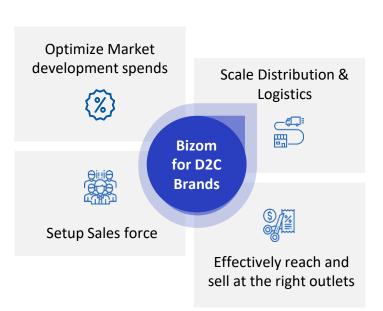
Provide software and other technical add-ons for the first three roles



# We are helping D2C & Emergent Brands Build Offline Capabilities

### D2C brands are leveraging Bizom to effectively scale up the GT channel











40K+ Outlet Reach in 6 Months

250 GT users scaled in 2 months

58% Growth in sales in 6 months



## We have Landed and Expanded with Indian and Global Enterprises



### epigamia

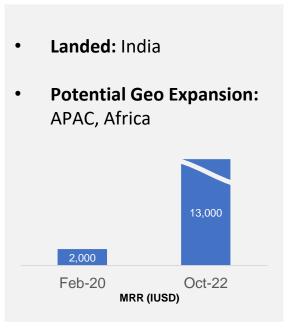


### **PHILIPS**









Substantially increasing scale-up velocity and volume with every cohort



### **Key Pillars of our Width Expansion**

### **New Logo Acquisition**

Scaling up Sales Force in India & Global

Leveraging scalable product with PMF across geographies









### **Key Accounts**

Target SIX \$1 Million ARR accounts in 18 months

Pipeline for 12 potential million dollar accounts already in place







الشركة السعودية لمنتجات الألبان والأغذية SAUDIA DAIRY AND FOODSTUFF COMPANY

### **Vertical Expansion**

Expanded into new verticals such as Automotive, Medical Devices, Fashion

Deepening presence to build leadership in FMCG, AlcoBev, Dairy, Lubricants













### **Geographic Diversification**

Deepening presence to acquire & scale leading local brands across EM

Winning in large EMs: Indonesia, Malaysia, Vietnam, Nigeria, South Africa, Kenya, Egypt, Bangladesh











### **Key Pillars of our Depth Expansion**

### **Userbase Expansion**

Scaling up adoption across Sales Force in India & Global

Instituting campaigns for adoption among each account's available userbase









### **Key Accounts Farming**

Target adjacent
Business Units to
turn accounts into
\$1mn+ Logo

Potential for 15+ \$1 mn+ accounts among current customers









### **Module Expansion**

Drive Strong Customer Success led module expansion with existing accounts

#### **Key Modules Developed**







Sales Force Automation

DMS & RA

Analytics & Optimization











### **Geographic Expansion**

Deepening relationship to expand geographically with existing accounts across EM

Well Positioned for success in: Indonesia, Malaysia, Vietnam, Nigeria, Africas, Kenya, Egypt, Bangladesh





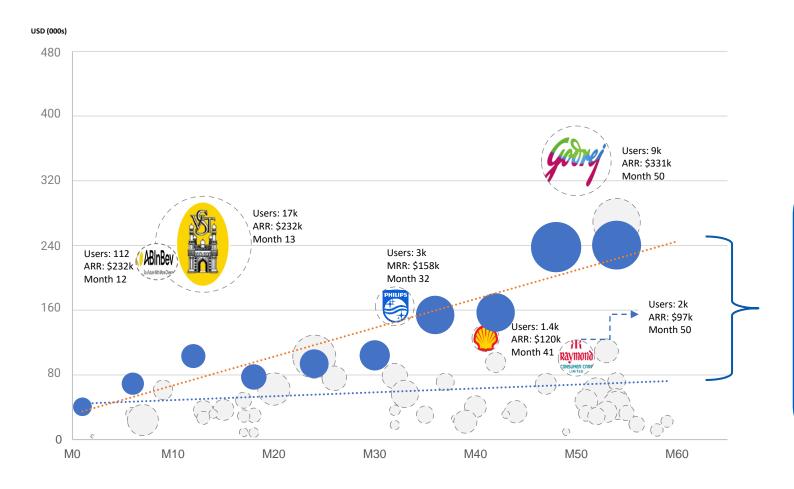






Proven Traction

## Strong Potential for Depth Expansion with existing accounts



#### MRR Expansion within existing accounts



Invest in Customer Success/Sales Teams to drive wallet expansion



Product Maturity to Drive Cross Sells of Modules



Strong Customer Relationship to open up geographical expansion with customers

#### Legend

- a) X Axis -> Aging of customer
- b) Y Axis -> MRR (\$ 000s)
- c) Size of Bubble -> User count



- ) Dark Blue Circles -> Monthly MRR Avg of Select Ideal Accounts (7 accounts)
- e) Grey Circles -> Enterprise and Midmarket Accounts with Bizom

Backup: Competition

# We stand out among our competition



### 1. Only Integrated Player

Bizom is the only integrated player in the market providing brands with end-to-end automation as well as insights

### 2. Customizable solutions

Bizom customizes solutions as well as insights as per brand requirements targeting specific problems and optimizing to the maximum potential.

### 3. Multi-Brand Insights

With a huge data set available, Bizom is able to provide brands with multi-brand driven insights driving each brand to optimize it's potential

