



Cravings: Reimagining Local Commerce with WhatsApp

Cravings is connecting local shops with customers. Our unique blend of smart QR codes, WhatsApp, and location-based services is revolutionizing local commerce.

The Problem: Why Local Shops Struggle to Connect

Limited Reach

Local shops struggle to reach new customers effectively.

Inefficient Systems

Existing online platforms can be complex and costly.

Lack of Visibility

They need a way to stand out in a crowded market.

Our Solution: Cravings - Local Commerce, Simplified

1 Simple Setup

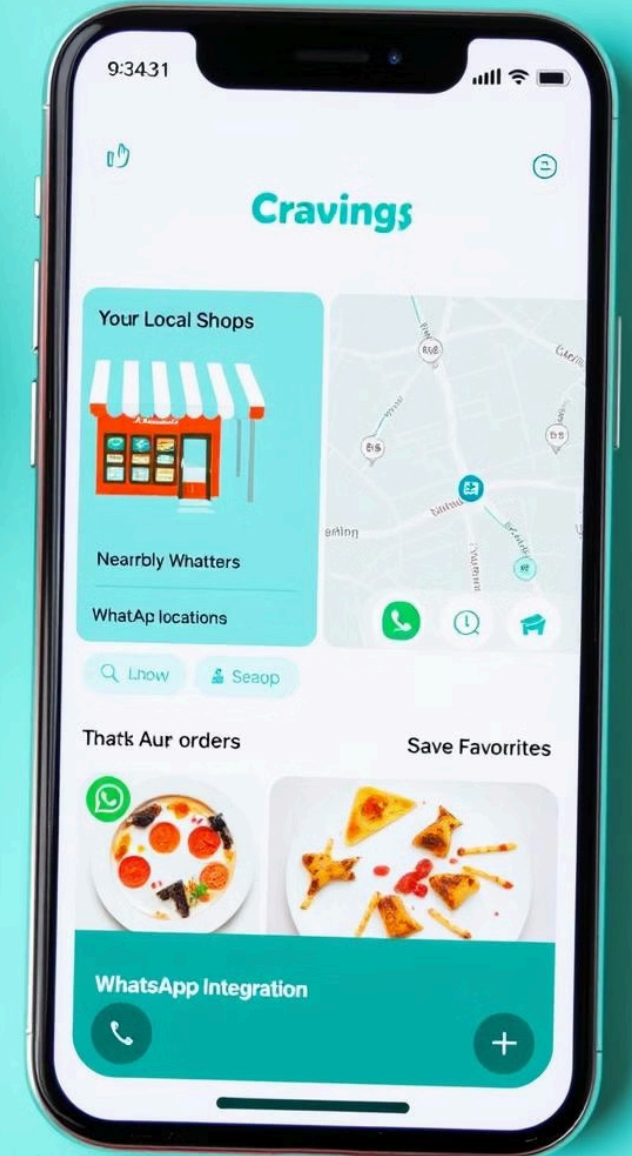
Easy collecting data with smart Qr code and marketing to existing customers.

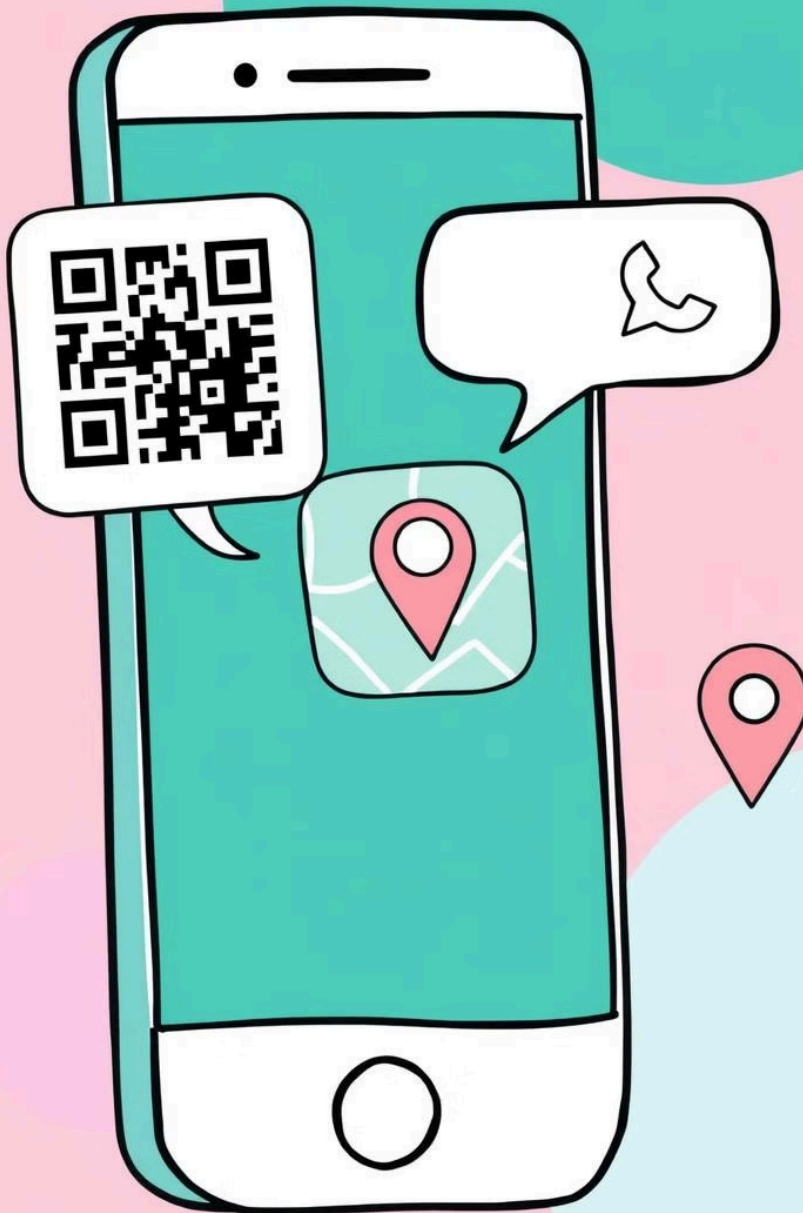
2 WhatsApp Integration

Seamless communication with customers by normal whatsapp api legally.

3 Location-Based

Helps customers discover best hyperlocal offers easily through whatsapp also with app as well .





Key Features



Smart QR Codes

Effortless access to customer information and.



Economical WhatsApp Marketing

Economical than business API and direct marketing.

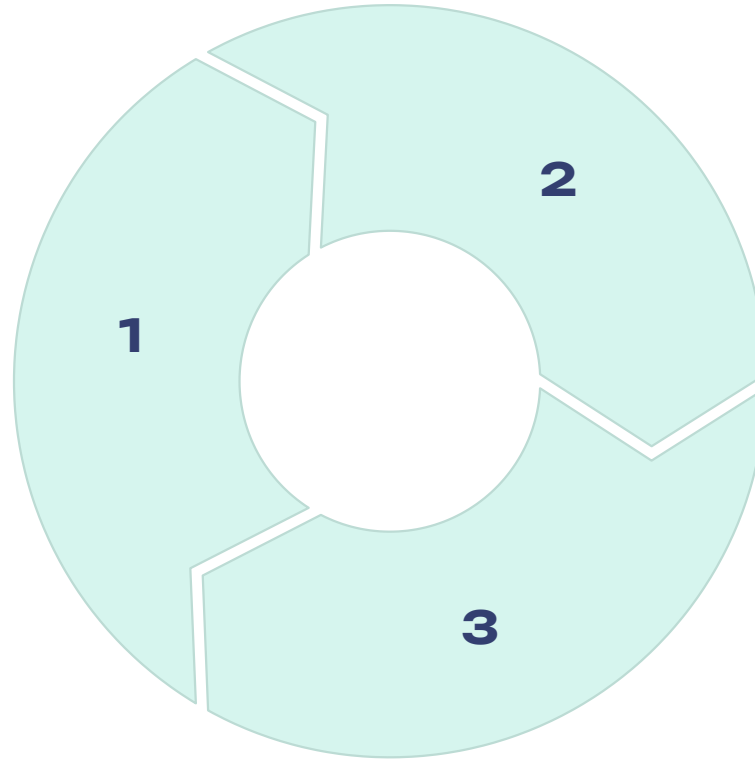


Location-Based Discovery

Find nearby shops quickly and easily.

Market Opportunity(2025)

Total Addressable Market (TAM):
USD 20 billion



Served Available Market (SAM):
USD 12.25 billion

Location-Based Services (LBS):
21.6% CAGR

Local commerce is experiencing a resurgence. Cravings is tapping into the immense, unrealized potential of local shops with its WhatsApp integration. WhatsApp has a huge and growing user base.

Cravings in Action: Demo & User Experience

1

Scan QR Code

Customers scan the shop's unique QR code.

2

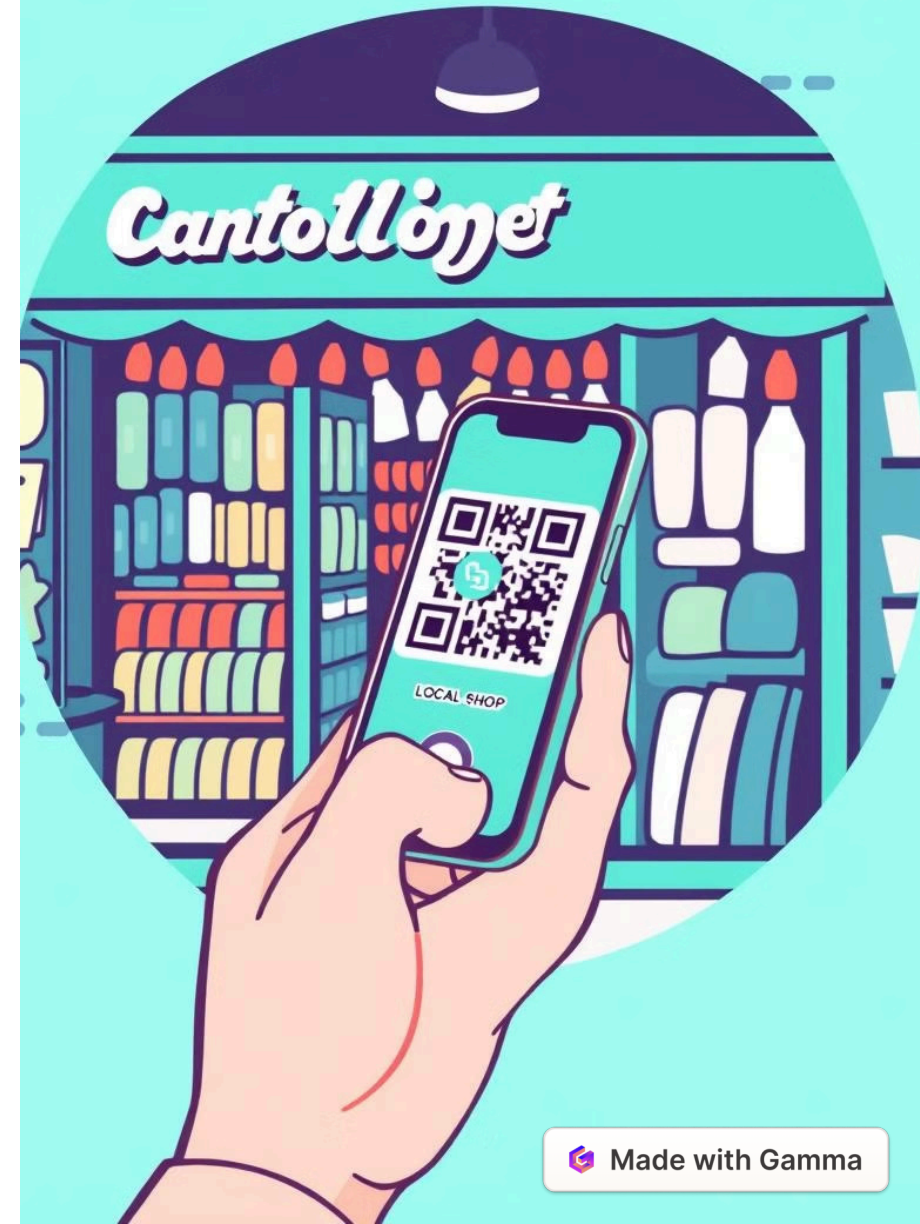
Make UPI Payment

Make payment to existing UPI ID of Shop owners.

3

Browse Menu

Order directly through WhatsApp chat.



Business Model

1

₹3,000/month

Basic Plan

2

₹5,000/month

Standard Plan

3

₹8,000/month

Premium Plan

Affordable subscription plans designed for local businesses. Each plan offers increasing features and support to facilitate growth on the platform.

Traction & Milestones

1

Idea Phase (Dec 2024)

Cravings concept is born.

2

Beta Launch at Khra (16 Feb 2025)

Platform launched at Kerala hotel and restaurant association sat Thrissur.

3

Having paid waiting list of 600 Shops (100 rs each)

We secured 600 interested customers from the first 1,000 -1,500 people who heard our initial pitch

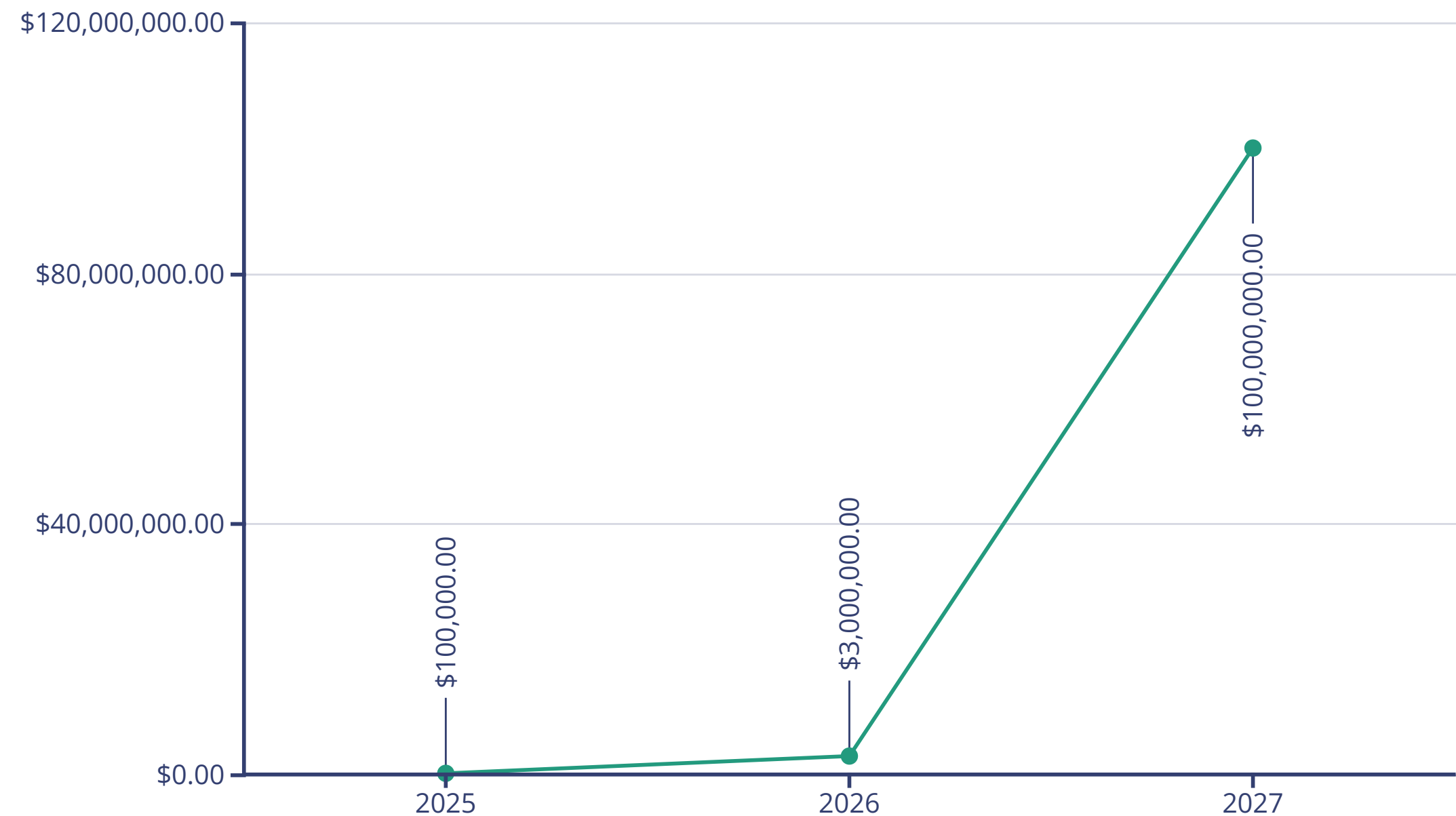
4

Successfully implemented first 5 restaurants (20 Feb 2025)

Implemented and Successfully running infirst 5 Restaurants



Financial Projections



Projected revenue growth over the next three years. Cravings anticipates significant growth.

The Team



Thrisha

Co-founder



Rinshad

Co-founder



Ameen

Co-founder

Rinshad, Thrisha, and Ameen: driving force behind Cravings. Revolutionizing local commerce.

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Thank You!!