



# 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

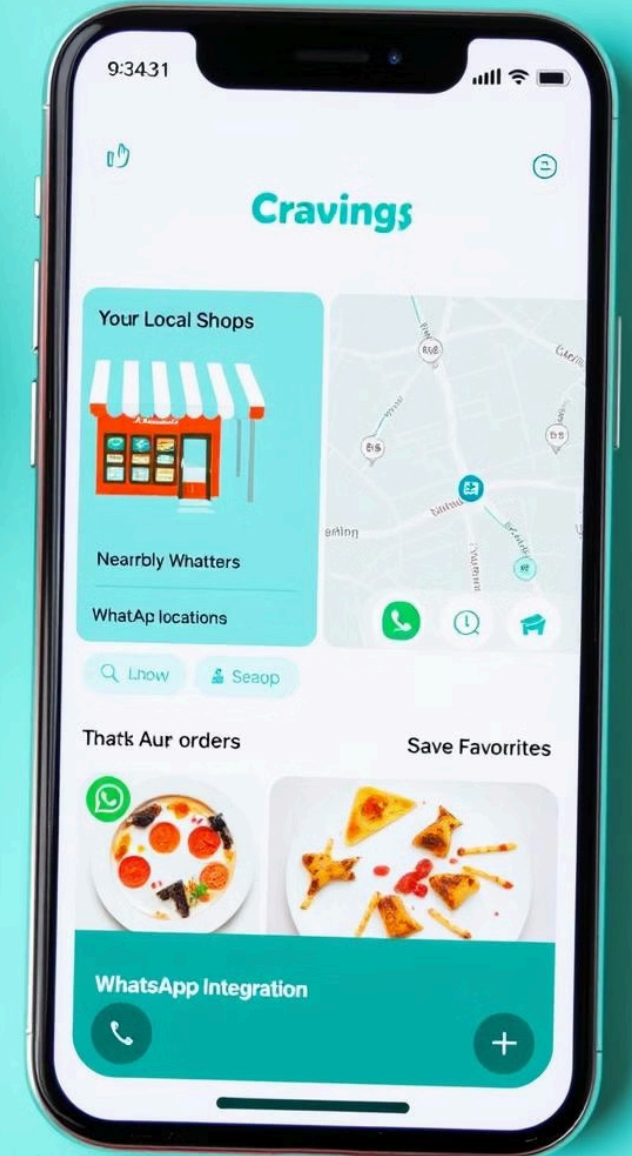
Easy collecting data with smart Qr code and marketing to existing customers.

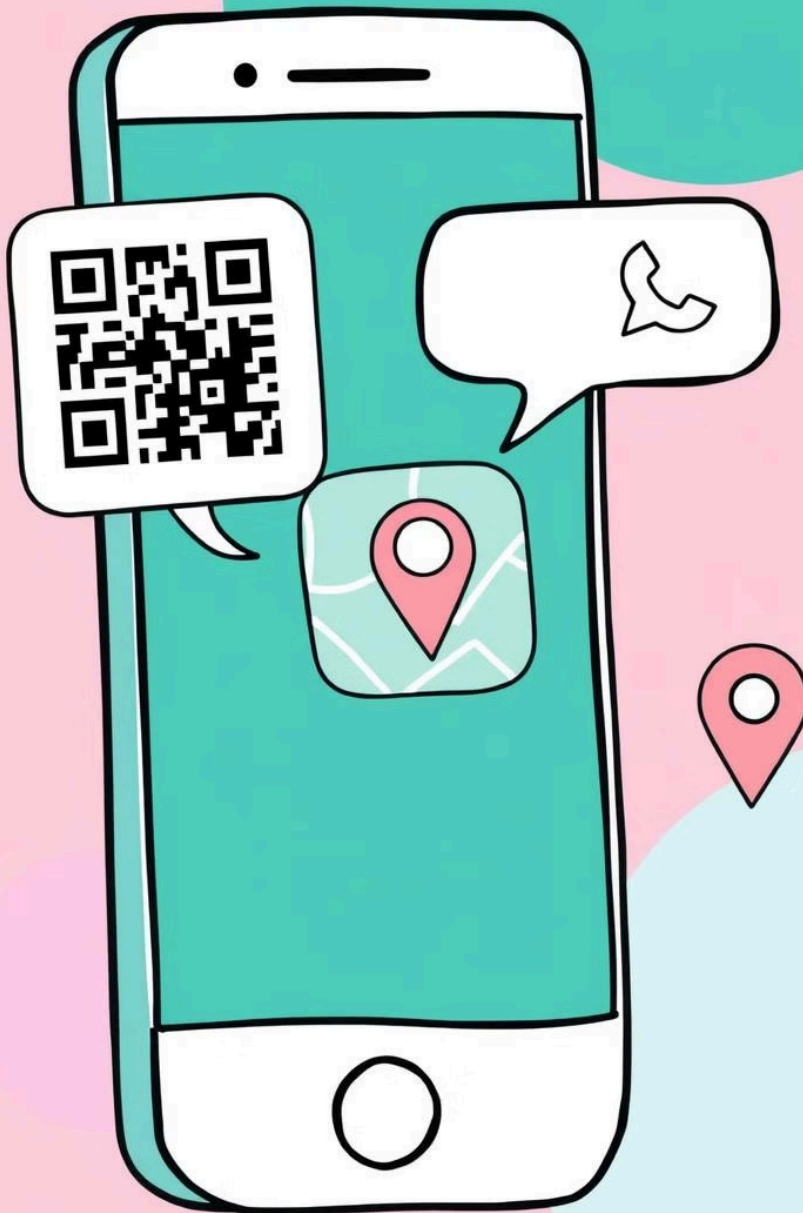
## 2 WhatsApp Integration

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.

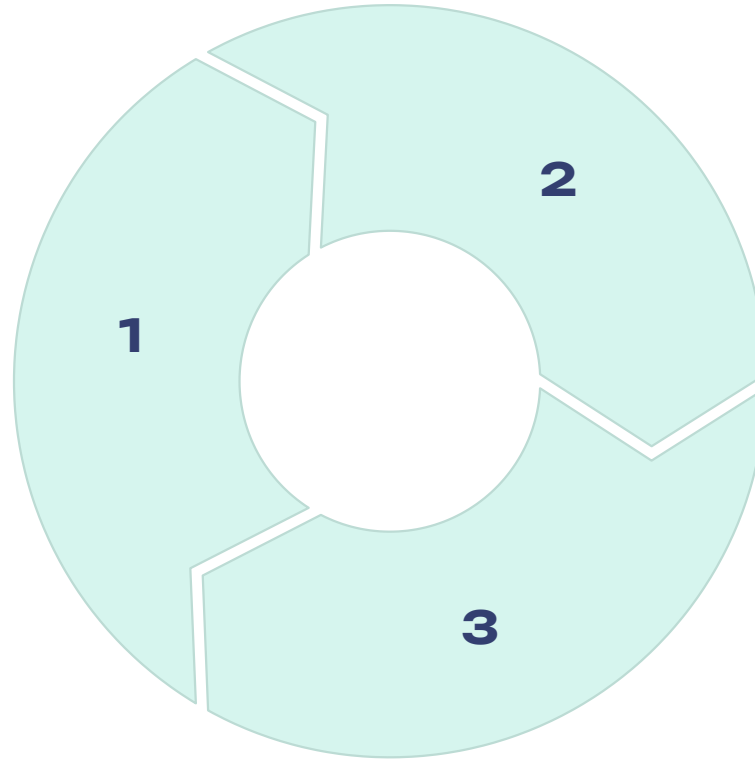


## Location-Based Discovery

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

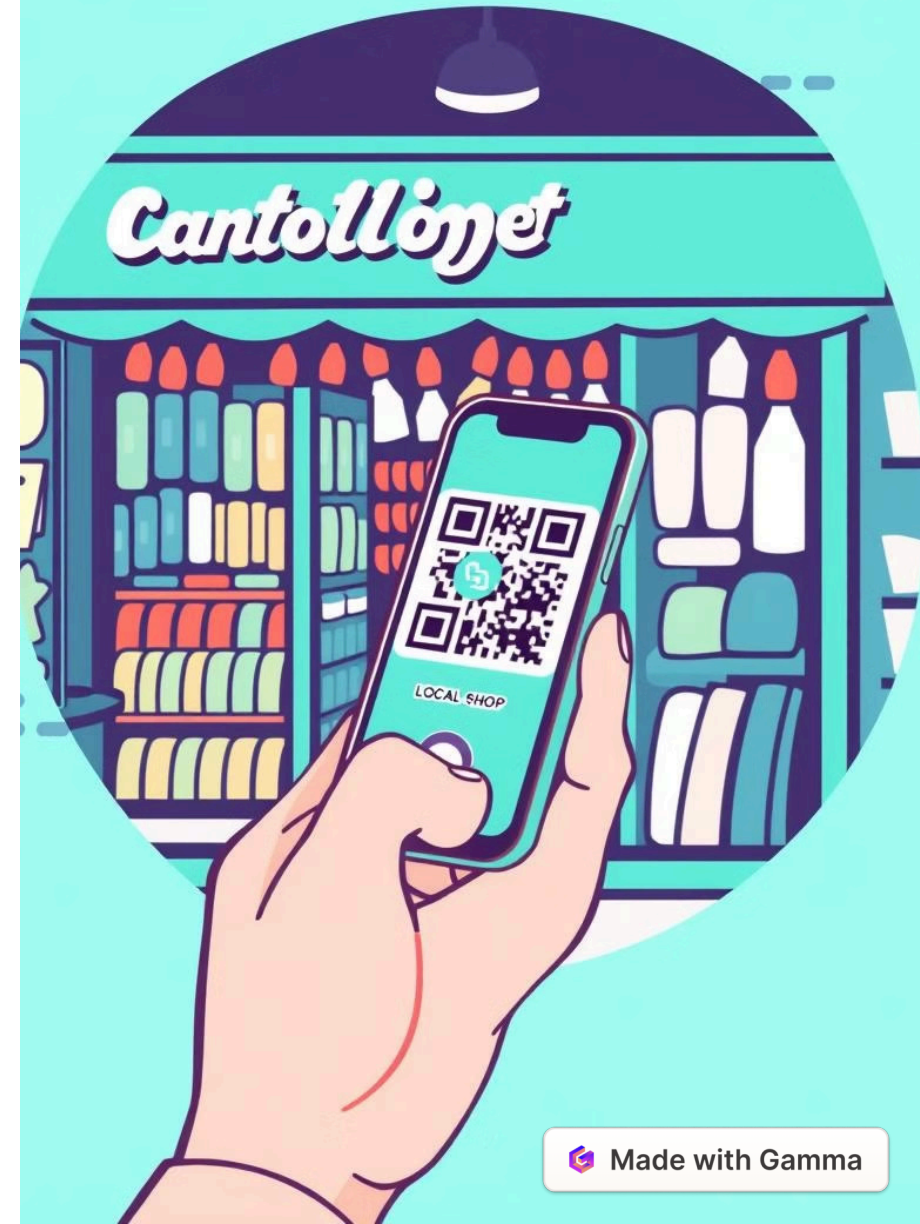
## Make UPI Payment

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

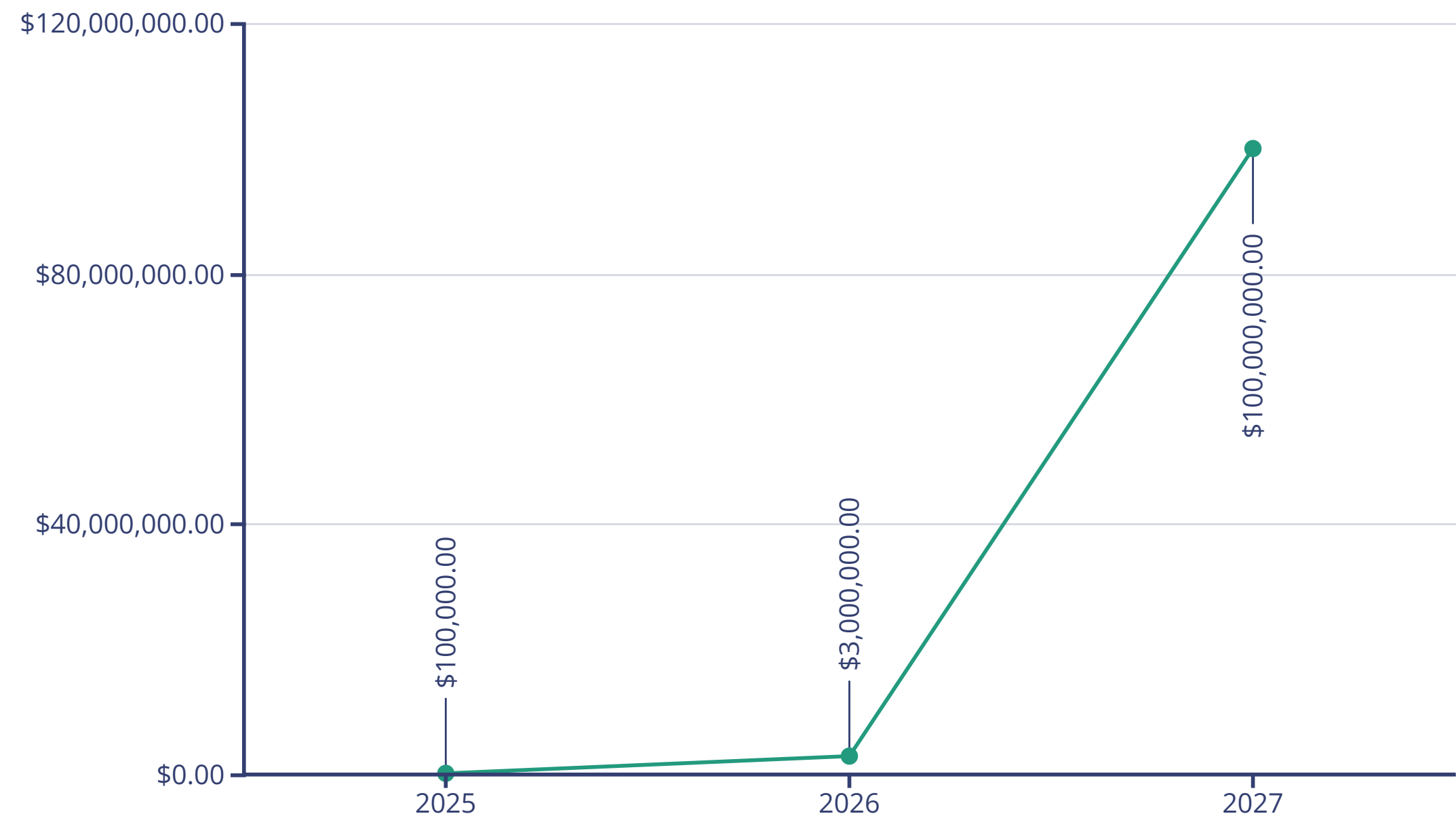
## **Successfully implemented first 5 restaurants (20 Feb 2025)**

Implemented and Successfully running infirst 5 Restaurants





# Financial Projections



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

# The Team



**Rinshad**

Co-founder



**Thrisha**

Co-founder



**Ameen**

Co-founder

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

# Contact Us

**Email:** [muhammedmusthafaameennm@gmail.com](mailto:muhammedmusthafaameennm@gmail.com)

**Mobile Number:** +916238969297

Thank You!!