



Priced Right

Right Price Right Choice



PRICE
GOUGING
IS WRONG

ILLEGAL





2020 PRICE SURGE DURING COVID CRISIS

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India coronavirus: Life-saving Covid-19 drugs sold on Delhi black market

Should businesses hike price during crisis? Covid calls for new inflation laws in India

US and EU have warned businesses of strict action against extortionate pricing. In India, prices of vegetables have gone up by 25% and paracetamol by 40%.

Disasters, Price Gouging, Greed, Ignorance, and Stupidity



Asia Regulatory Roundup: India acts to stop hoarding of N95 masks, prevent gouging

Posted 26 May 2020 | By Nick Paul Taylor

Last Updated: 14th March, 2020 17:42 IST

Price Gouging Adding To Panic Amid Coronavirus Scare In National Capital?

The novel Coronavirus or COVID-19 is leading to shortages of sanitisation items and recently exorbitant prices have been levied upon the respective items.

Amazon Price-Gouging Crackdown Worsened Shortage of Sanitizer, Wipes

The food and consumer affairs ministry has put masks and hand sanitizers under the Essential Commodities Act up to June 30, 2020, to ensure availability and correct price gouging of these items. Under the Act, after discussions with the manufacturers, states can ask manufacturers to enhance their production of masks and sanitisers.

"The truth is nothing much often comes out of such steps of declaring items as essential commodities. The government should be in constant discussion with manufacturers and plan accordingly," Hussain said.

THE VISION



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To build a fair economy and boost customer trust with factual pricing information within the essential commodities ecosystem during crisis like COVID.



**I. SELF-SUSTAINED
FAIR PRICE GUIDANCE**

II. ENABLE TRANSPARENCY

III. CREATE AWARENESS

III. FAIR TRADING

“Atmanirbhar Bharat” (SUCCESS!) –Mr. Sanjiv Mehta

WHY PRICE GOUGING NEEDS ATTENTION?

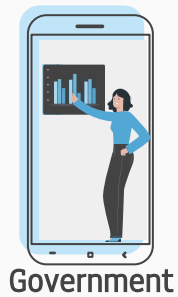


PAIN POINTS

Standardized Prices - Low Accessibility and Unawareness
Price Surge - Supply and Demand Mismatch
Detached ecosystem - Retailer, Consumer and Govt.
Pseudo - shortage - Fear not Free Economy



BUSINESS MODEL



Department of Consumer Affairs (Price Monitoring Division)
Daily Retail Prices Of Essential Commodities

Urad Dal	Moong Dal	Masoor Dal	Sugar	Milk @	Groundnut Oil *	Mustard Oil *	Vanaspati *	Soya Oil *
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Daily Release of Retail Price Guidance



Price Gouging Meter Set

Unified platform for pricing essential commodities by integrating the consumers, retailers and government/local bodies.



Retailer Sign up



Choose Store Type
(Home Based/
Local Kirana)



View Baseline/
Competition
Pricing



Set Price for
Essential
Commodities
Daily



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Consumer Sign up



Essential
Commodity
STD Pricing



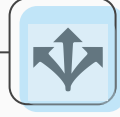
Local Price
Search



Local Results
on Map



Price Gouging
Indications



Select
Store





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PLATFORM - BUILDING BLOCKS

Mobile UI
IVR
Text SMS

Event Engine
Cloud

Business
Intelligence
Engine

THANK YOU

"Atmanirbhar Bharat"
(SUCCESS!)



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