

We **BRING**
RETAILERS and **CUSTOMERS**
TOGETHER

BRANDS



An O2O Marketplace platform to power
Better shopping experience



Real-time Bidding



Advertising Platform



Inventory
Management



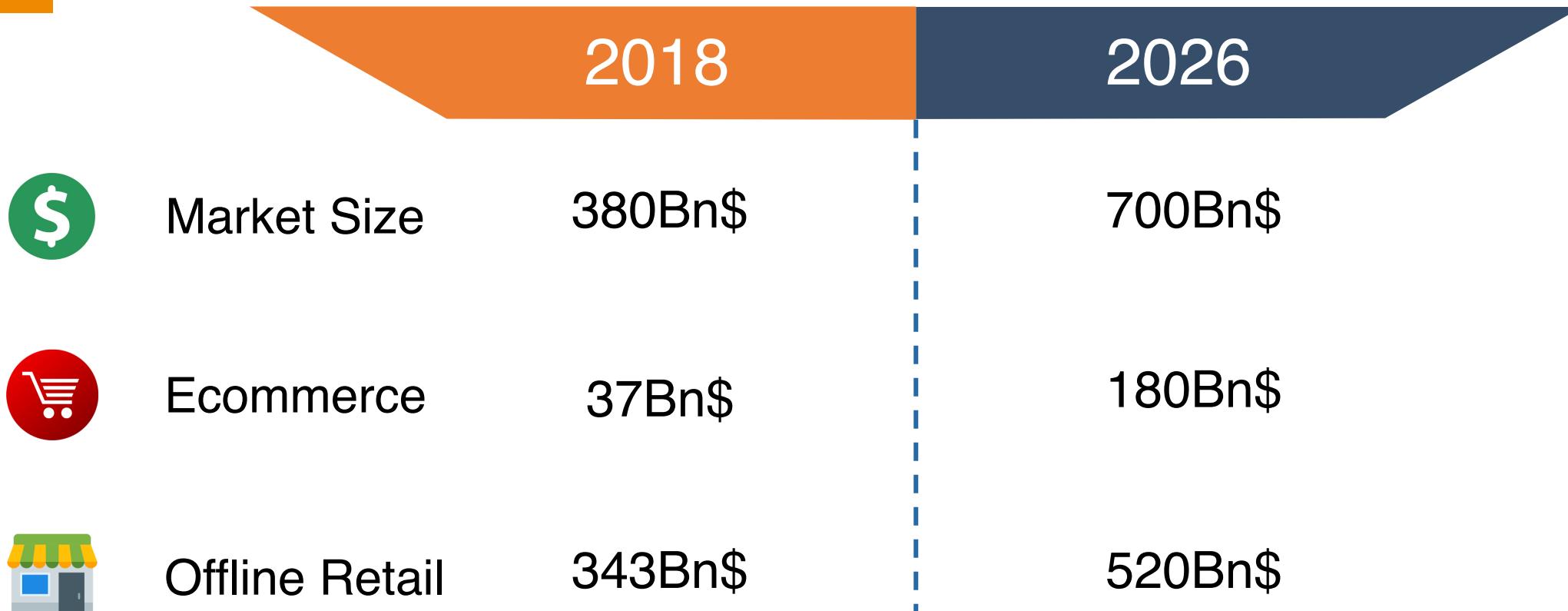
MSME/SME
Launchpad



Business Analytics



Indian Retail Market(Excluding Grocery)



**Offline Retail accounts for *91%* of total retail market
and expected to still be *75%* by 2026**



Challenges with E-commerce



Merchants

- Very High Margin on Ecommerce platforms
- Losing local market to other city sellers due to lack of local visibility
- No local advertising model to leverage brick and mortar establishments
- No capability of dynamically changing prices of bargaining with customer



Customers

- Higher delivery times especially in Tier 2,3 and below
- Long return protocols and processes adding to the delay of getting the product
- Very less trust with online platforms due to zero human intervention



About OhLocal

Brief

India's hyperlocal marketplace connecting merchants with consumers in their city via an **AI-enabled smart real-time bidding platform** with prices competitive against online platforms

Founded in August
2020

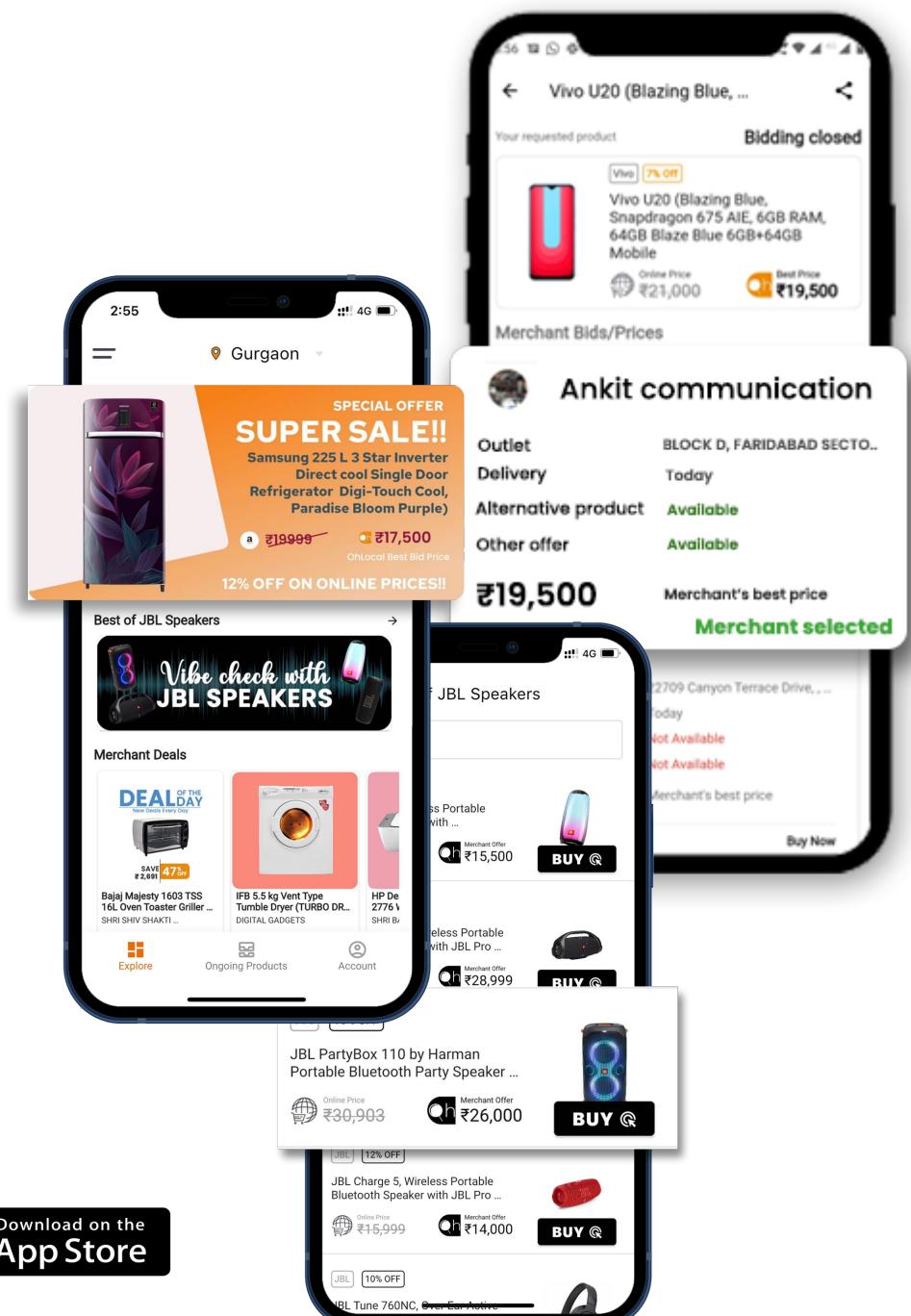
5 Cities

700+ Sellers

40K+ Users

30 Categories

Available at





OhLocal's Architecture

We take care of everything from brands' product listing to mapping local sellers for each product to reporting, powered with an intuitive dashboard for merchants and brands with intelligent recommendations.



Integrated Model

Modules that can make local sellers truly digitise and take brands digital footprint to whole new level.



Fast and Efficient

Hybrid Model of discovering a product online and getting prices from local sellers with an option of touch and feel.

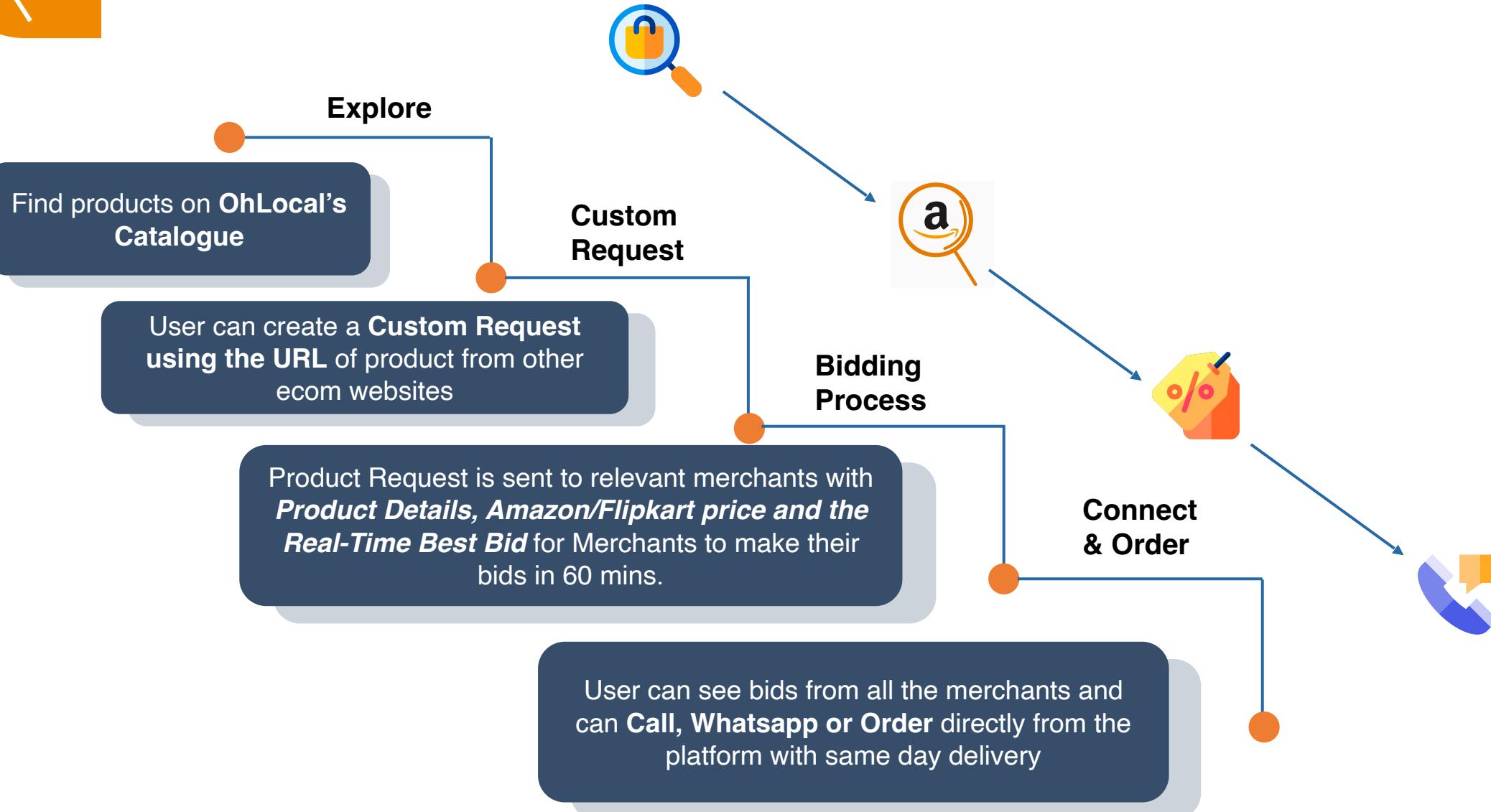


More Control

DIY tools for sellers to map their inventory, advertise their deals and intuitive dashboards



Core Platform



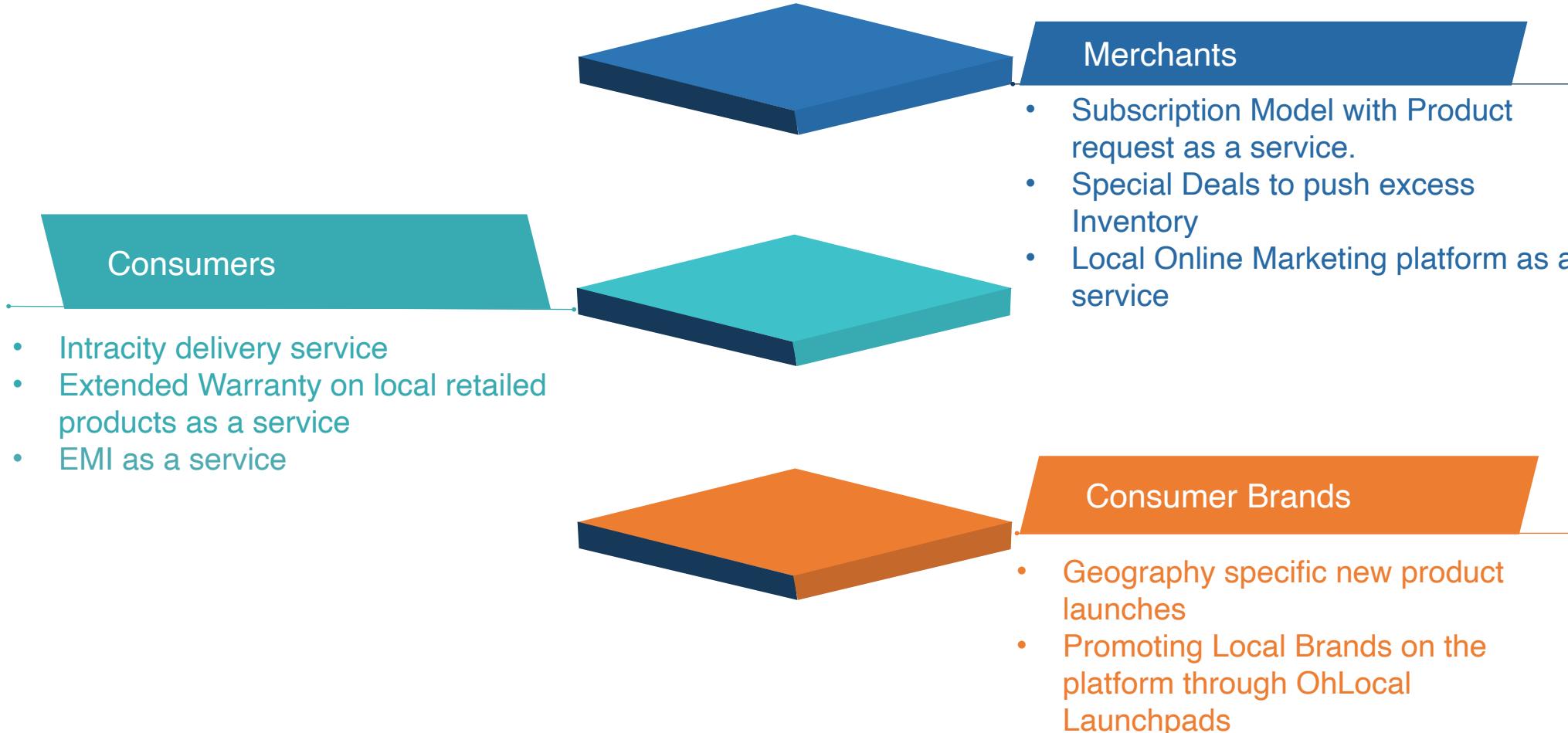


Add-On Products





Revenue Model





Technology and Business Moats



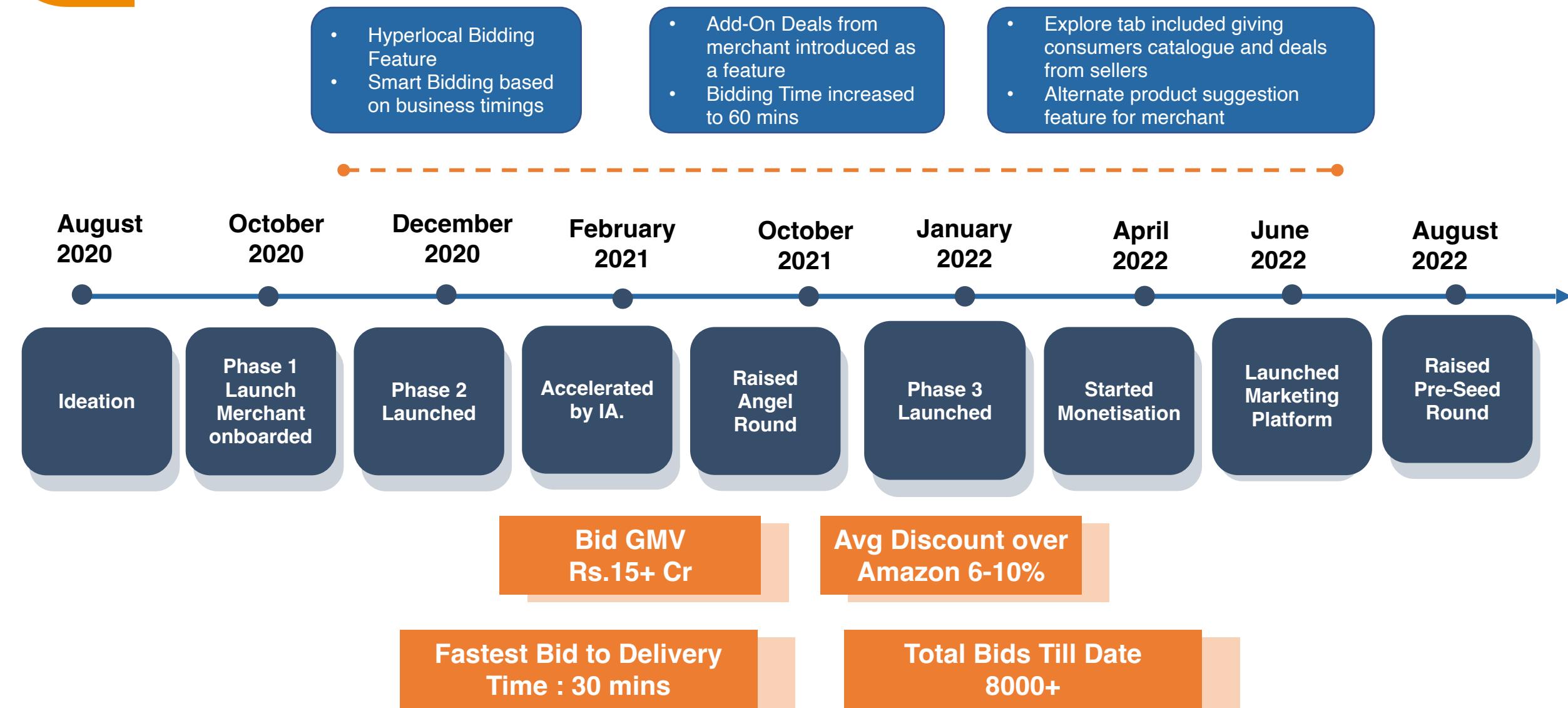
Data

Tech

Pricing



Product/Business Roadmap





Traction

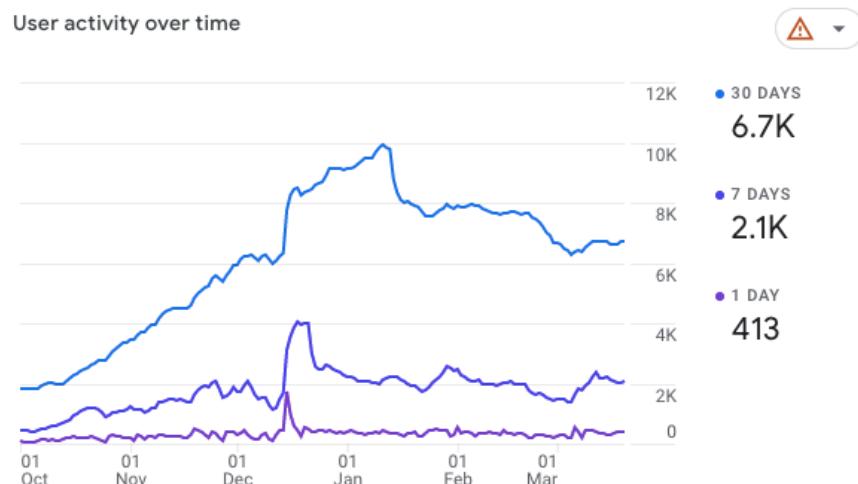
We Grow Sustainably

10m 25s

Avg engagement time/user

482

One day product requested



45K

application downloads

71.5K

Total Website visits till date

6-10%

avg discount on Amazon price

8000+

No of product requested

700+

Sellers Onboarded

~ 15+ cr

GMV of product requested
by buyers

30 mins

Fastest bid to delivery time

46000+

Avg price of product request
by buyer



Pricing Insight

Local Retailers have better prices



11.2 cr
Total MRP of Product Request

8.67 cr
Total Amount of merchant offered prices

21-30%
Average Margin of the seller

0%
Commission by OhLocal

9.9 cr
Total Amount on E-commerce

1.23+ cr
Saving Generated on Online Amount

5-15%
Typical Ecommerce average

~46.6 K
Avg price of product request by buyer

* Data - From Latest 2K Product Request



Competitive Landscape

amazon.in



Operating Model

Traditional Ecommerce
with seller uploading inventory

Revenue Model

~20% margin on products sold

Fastest Delivery Time

Minimum 2 days in Tier 2 and
Tier 3 cities. Sometimes 1 day
in Tier 1

Hyperlocal Price and Product Discovery

Not available

Offline Discovery for Shopper

Not present

Fynd

Omnichannel for the seller
but present only in Fashion
Space. Majorly partners with
brands to help discover and
sell their products in-store.

SHOPX

Hyperlocal loyalty program and
on payment through the app
users get discounts on shops
partnered sellers mainly
grocery

Qh Local

**Real time smart bidding
hyperlocal marketplace
with ecommerce prices as
benchmark for bidding. A
price flexible approach for
seller**

Subscription model with
charge per bid and margin on
delivery

30 minutes

Available with accuracy as
merchant bids his price every
time consumer requests a
product

Present

Not present

Not Present



Team



Devashish Goyal

Founder, CEO

5+ years of experience

Skills – Tech, Product Management,
Business



Ayush Gupta

VP Technology

3+ years of experience

Skills –AI/ML, Web and App Development



Vinod Abrol

Lead Mentor

25+ years of experience

Skills –Fundraise, Growth, Business Model



Kartik Hajela

Mentor, Early Investor

5+ years of experience

Skills –Fundraise, partnership

Thank You!



Online to Offline Commerce Platform