

# **WAIU – Experience Luxury At Convenience**





# Truevibez : Mission, Vision & Values

## ❖ Mission:

To create a global service provider of hospitality industry, realizing pioneering advancements in established services and accomplish mutual growth for both our partners & customers

## ❖ Vision:

Truevibez is dedicated to provide modern & innovative solutions to our hospitality partners, via introduction of technology evolution in their offerings and creating avenues of inspiring new business horizons.

## ❖ Values:

- **Innovation through Leadership** : To become vanguard of hospitality experience enrichment
- **Modernization & Elegance** : To develop ultramodern hospitality business solutions
- **Focus & Evolution** : Relentlessly strive to improve business value through performance



## Founder : Rajesh Karandikar

Rajesh Karandikar is owner of Hotel 24K chain of restaurants in Maharashtra (MH) & Director of Truevibez Pvt. Ltd.

Rajesh is a government media partner as an empanelled member of DGIPR & has executed a range of promotional and awareness campaigns such as:

- Edutainment program for Primary & Secondary school in collaboration up with Discovery channel
- Cloud seeding program across MH in 2018 under Ministry of Earth Sciences
- Executed disaster management week with NDRF for government offices & schools, in 463 tehsils

Rajesh holds MBA in Marketing stream & after spending time at several corporate positions in Delhi, Mumbai & Pune, he applied his entrepreneurial skills in hospitality industry and started the Hotel 24K chain of restaurants, originating in Kolhapur, Maharashtra.

The implementation was an instant success, something which he has now replicated in Pune at premium locations as Balewadi High Street & Viman Nagar IT City. With 3 active restaurants now, Rajesh is also enrolled as an honorary member of Craft Brewers Association of India, successfully running a Craft Brewery in Pune.

To extend his expertise further in hospitality business, Rajesh has founded company Truevibez Pvt. Ltd., with Alok Sambuddha, that aims to explore and introduce innovative technology solutions in hospitality industry to take customer experience to completely new & unexplored levels.



## Founder : Alok Sambuddha

Alok Sambuddha is Engineering Director in American Express, United Kingdom & Director of Truevibez Pvt. Ltd.

Alok is a Mechanical Engineer from Pune University with broad experience in IT industry, working with prominent MNCs as Cisco, Infosys, Atos and now American Express.

Alok's specializes in merchant acquisition domain and developing technical platforms to support end to end merchant lifecycle services such as affiliation, enablement, submissions, payments, reconciliation, compliance, MIS, AML, Risk, Finance & Accounting.

He also leads solution development framework across technologies like Mainframes, Java, Dot Net, supported via both Agile & Waterfall delivery models. He provides corporate and architectural consultation to business & technology teams to develop flexible solution frameworks & heads the implementation committee.

Alok's primary geography of operation is Europe (EMEA) and has spent most of his career in Brighton, UK, at the European technology head office of American Express.

Alok has critical presence in merchant management landscape and aims to extend his experience through technical evolution of traditional hospitality business and modernize the F&B service offering for digital citizens in partnership with Rajesh Karandikar.



## DNPL – An Opportunity under Truevibez Umbrella

WAIU Dine Now, Pay Later is premium service offered to our finest customers & business partners, to mutually benefit through means of microfinancing services.

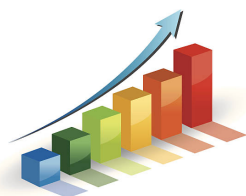


### Dine Now, Pay Later

For customer expecting an event to visit restaurant but without available liquid funding, WAIU will open up a line of credit in handshake with a lender (NBFC). The customer can request this restaurant-focused credit line and once approved, use it at any partner restaurant. Launching with 200 restaurants in Pune, we aim to expand to 10 key cities by EOY and have **4000 restaurant partners by 2023**.

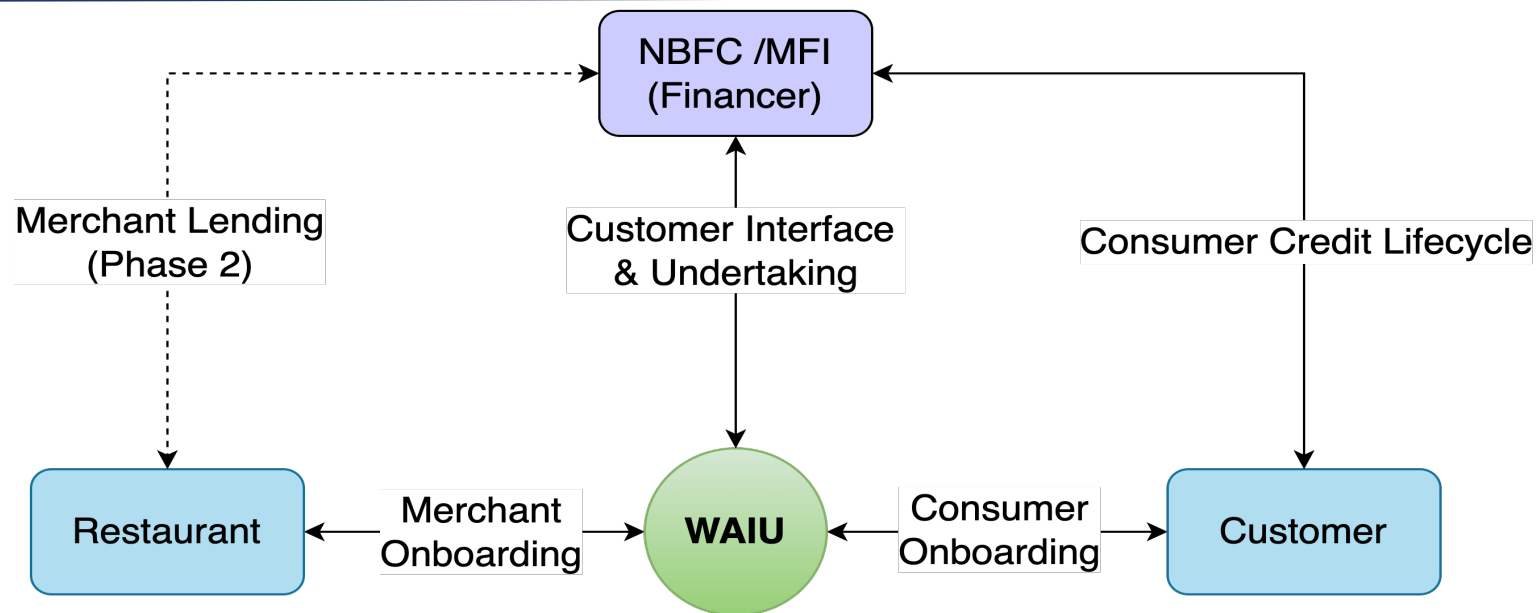
### Merchant Staff Financial Lending

Restaurant staff currently face many challenges in requesting loans from banks and NBFCs however from recommendation of a partner merchants, a low-medium size credit pool will be made available to them with flexible repayment options.



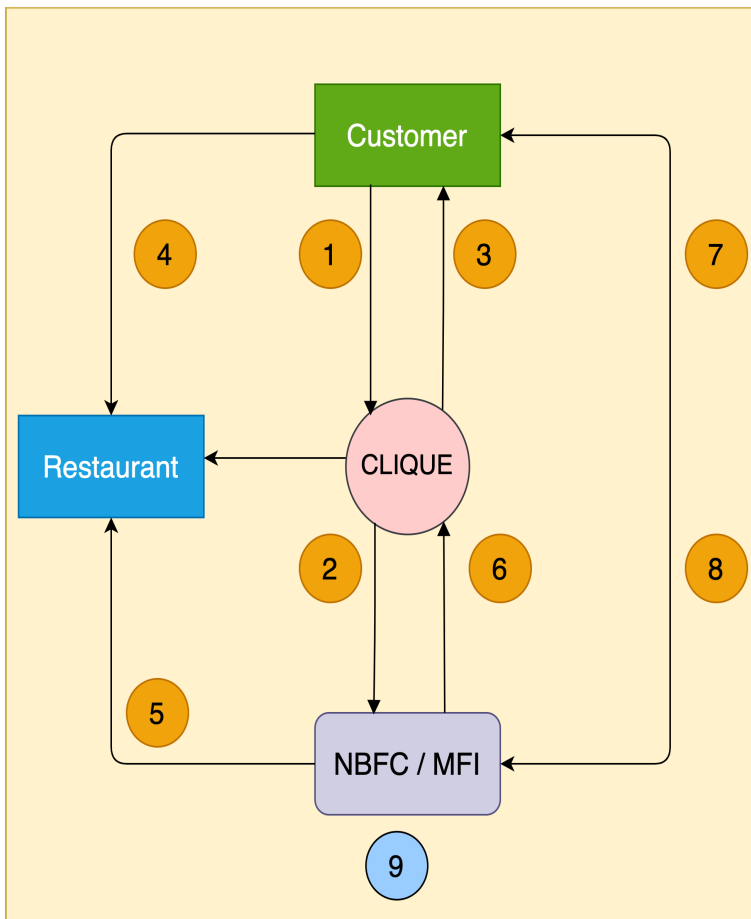
With microfinance market anticipated to grow with CAGR of 40% through 2025, NBFC-MFIs will be its greatest beneficiaries. In F&B segment, unbanked microlending has only reached 12-15% of the prospective market.

# WAIU – High Level System Flow



- ❖ WAIU pilot is planned in Kolhapur, Maharashtra in **April-2022**, with in initial partnerships with 50 top restaurants.
- ❖ WAIU launch is planned in Pune, Maharashtra in **April-2022**, with in initial partnerships with 200 top restaurants.
- ❖ By end of 2022, WAIU will be expanded in **10 key cities across India**, with a partner merchant base of 3000+
- ❖ Each restaurant to have average of **5000+ customers per restaurant**, allowing a significant platform coverage
- ❖ Platform development is complete with merchant signup & brand positioning and collaterals in design
- ❖ WAIU will start services in **Tier-2 cities in 2023**, to support its NBFC partners already operational there
- ❖ Wider WAIU Phase-2 features, including merchant lending, will be launched in **Q3 2022**.

# DNPL – High Level Transaction Process Flow



1. Customer walks into a restaurant & applies for the wallet credit through WAIU App

2. WAIU receives customer application & send it to the lender for underwriting & respond with approval or rejection

3. Customer app wallet is credited with approved funds & signs NACH mandate

4. Customer utilises the wallet credit at the restaurant e.g., **Rs 5000**

5. Lender pays the merchant (less the operational charges) based on merchant's billing cycle e.g., **Rs 4000**

6. Lender pay the commission to WAIU e.g., **Rs 800** based on payment reconciliation, on agreed frequency

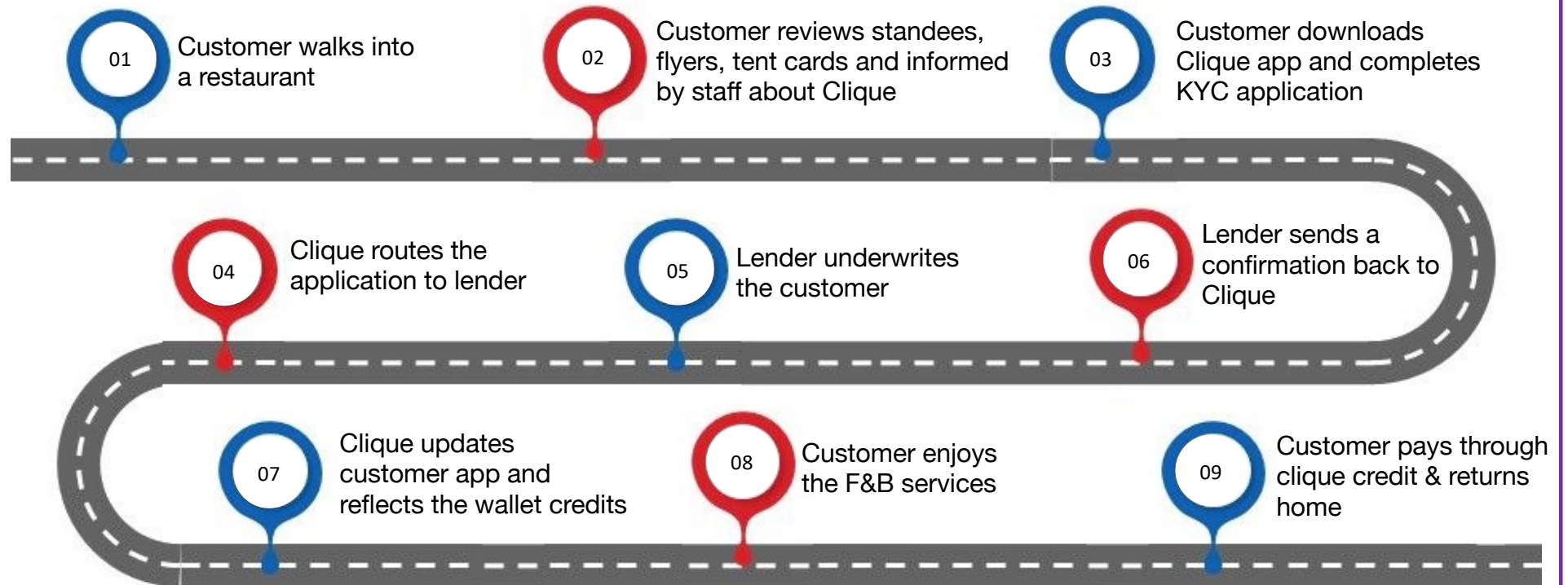
7. Customer pays lender later based on agreed T&C, including interests, delay charges etc.

8. Once paid, even if partially, lender updates WAIU to reset customer's wallet for calculated funds for further utilisation

9. Lender keeps the balance i.e., **Rs 200**, for their services

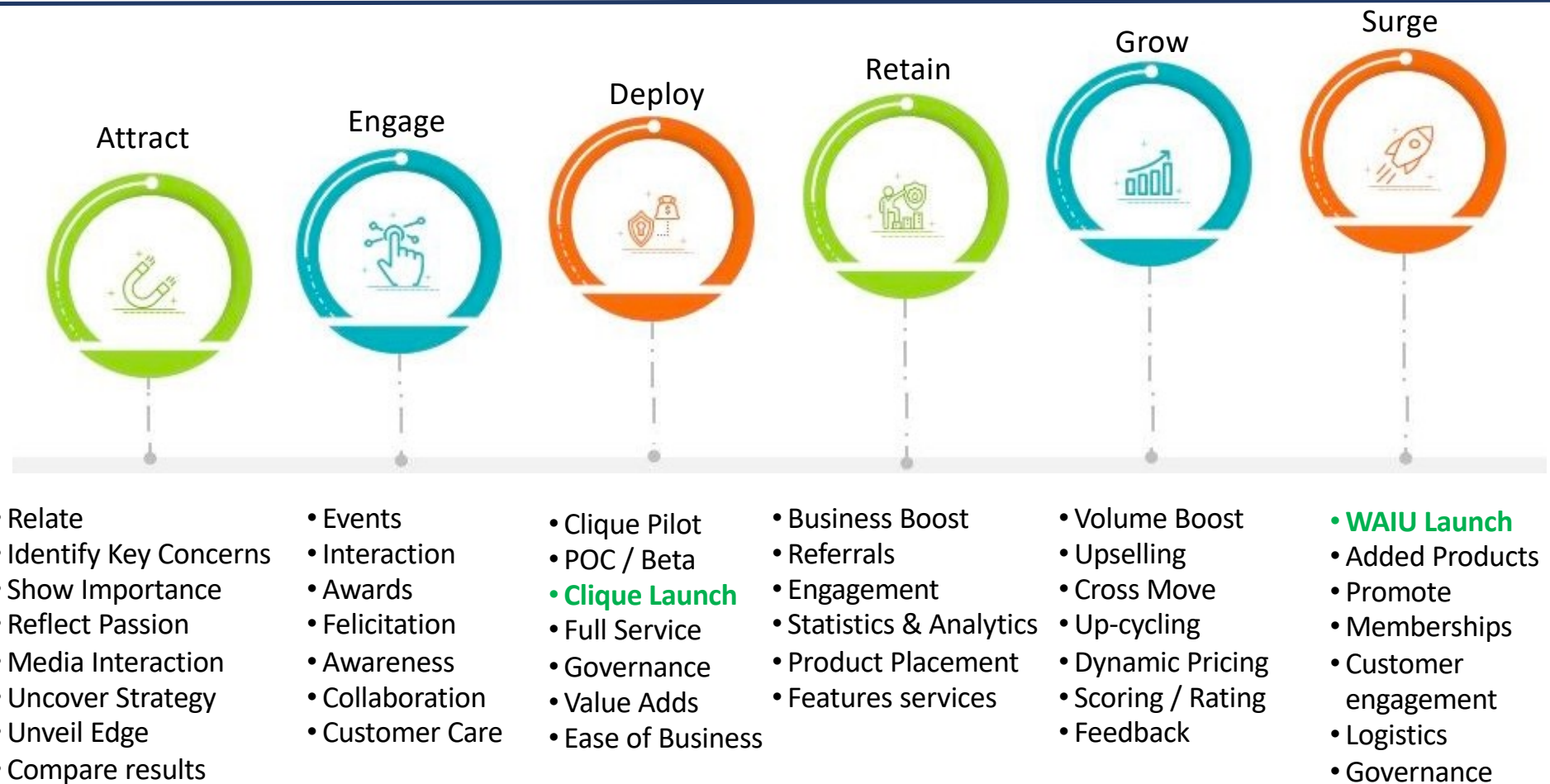


This vertical strip contains ten illustrations from the 'Tribes of Africa' series. The figures are stylized, often with large, circular heads and patterned bodies. The illustrations include: a figure holding a staff with a sun-like head; a figure with a large, circular head and a patterned body; a figure with a large, circular head and a patterned body; a figure with a large, circular head and a patterned body; a figure with a large, circular head and a patterned body; a figure with a large, circular head and a patterned body; a figure with a large, circular head and a patterned body; a figure with a large, circular head and a patterned body; a figure with a large, circular head and a patterned body; and a figure with a large, circular head and a patterned body.





# Merchant – Engagement & Growth





## Merchant – Elevated Pitch

### Increased Profit Margins

Of restaurants by onboarding brand new customers & rotate existing customer more often

### New Product & Features

To be offered to customers for extended loyalty & addition premium clientele

Soon to launch: Restaurant booking & event management

### Larger Ticket Size

Eat Now Pay Later customers to spend an average of 15-30% higher on F&B services

### Cross Industry Alliance

Merchants to benefit from Clique partnerships like Pune Mirror, Sakal, Banks & Lenders

### High Customer Retention

To continue their quality service & more to existing customers without any additional expense

### Merchant, Staff & Consumer Lending

To support merchant financial needs without bank audit & documentations





# Customer – Elevated Pitch

## New Product & Features

Credit line facility for F&B services during need and additional guaranteed benefits of dining out

## New Borrowing Avenue

By utilizing existing relationships and financial network portfolio in an organized & professional manner

## Reactive Credit Scoring

To allow customers to increase credit line for more benefits & increased financial literacy

## Bio-Authorization For Enhanced Safety

## Best Rates & Flexible Terms

With long risk-free no-interest paying term, along with a range of payment plans at offer with different lenders to choose from

## No Fees & Ease of Use

Simple to use service without any hidden costs, allowing decorum & savings

## On Demand Spending Potential

No more dependency on regular cash flows & a flexible solution for all occasions combined with increased risk-free spending potential





## WAIU – 360° Benefits

### Eat now, Pay Later

#### Consumers

Increase in spend potential

Bio-authorization to reduce risks

No joining or renewal fees

Decorum & savings

#### Restaurants

Increased sales

Higher ticket size

New feature to offer

No additional charges

#### MFI-NBFC

New customers

Increased presence

Competitive edge

Innovative offer

### Microfinancing

#### Consumers

Increased borrowing potential

Enhanced financial literacy

Reactive credit scoring

Better rates than banks

#### Restaurants

Self-sufficiency at competitive rates

Standardized & organized system

Reduced regulatory challenges

Co-branding opportunities

#### MFI-NBFC

Untapped market – Millennials, Zoomers

Inclusive growth

Valued partnership

Benefit from geographic expansions





# SWOT Appraisal

## Strengths



- Unique service offerings
- Cross-industry appeal
- Digital marketing enabler for merchants
- Payment flexibility for consumers
- First mover's advantage
- Rising customer expense on comfort
- Additional borrowing option for consumers
- Hospitality is an unexplored lending market
- Technology innovation

## Weaknesses



- Brand Establishment
- Competition from current market leaders
- Credit cards, as an alternative

## Opportunities



## Threats

- Expansion of existing service aggregators into hospitality business
- Global players developing BNPL products



# Amhi Kolhapuri Partnership



- ✓ Both WAIU & Amhi Kolhapuri are aiming to bring lively people of Kolhapur together in their own ways
- ✓ In past 5 years, familiarity of digital services & ecommerce has increased sharply in Kolhapur
- ✓ Average Kolhapuri resident is now spending more on lifestyle & convenience products than ever before
- ✓ More partnerships will provide innovative online features for the most loved aspect in Kolhapur– **Kolhapuri Cuisine !!**
- ✓ Amhi Kolhapur & WAIU will create first wave of new-age services in Kolhapur, to achieve mutual success for many years
- ✓ In coming weeks, we have also planned to add online restaurant table booking & event management services, to benefit both Kolhapuri residents & restaurants

WAIU - Amhi Kolhapuri Partnership				
Model 1 - Revenue sharing - 5 Years				
Total customers	Month 1	Month 2	Month 3	Month 24
Downloads till date	2500	5000	7500	60000
Transactions Count @ 10% conversion	250	500	750	6000
Average Transaction value	1500	1500	1500	1500
Total billing	₹3,75,000	₹7,50,000	₹11,25,000	₹90,00,000
Amhi Kolhapuri Commission	0.10%			
Amhi Kolhapuri Earning	₹375	₹750	₹1,125	₹9,000
Total Earning At End of Tenure = 7 Lacs				
Model 2 - Per download based - 2 years				
Total customers	Month 1	Month 2	Month 3	Month 24
New Downloads per month	2500	2500	2500	2500
Transactions Count @ 10%	250	250	250	250
Average Transaction value	1500	1500	1500	1500
Total billing	₹3,75,000	₹3,75,000	₹3,75,000	₹3,75,000
Amhi Kolhapuri Per download rate	10.00			
Amhi Kolhapuri Earning	₹25,000	₹25,000	₹25,000	₹25,000
Total Earning At End of Tenure = 6 Lacs				





# Customer Acquisition Strategy

Merchant Acquisition Strategy	Consumer Acquisition Strategy	Notes
Direct sales via dedicated regional teams (10 per location per month)	WAIU direct acquisition (6-8k per location per month)	WAIU service acquisitions
Corporate collaborations with multi-location hospitality brands	Aggregation based model to increase time to market	To enable increased time to market
Pre/Post launch promotional & marketing campaigns	Social media & network advertisements	Combination of digital & traditional strategies
Network tie-ups and contact center for customer servicing	Event tie-ups e.g., Ridermania, Ruggedian	



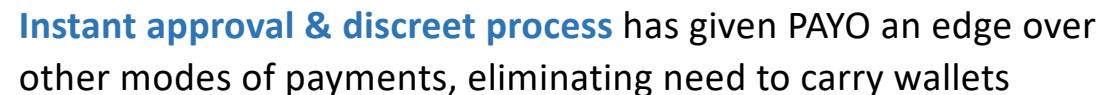
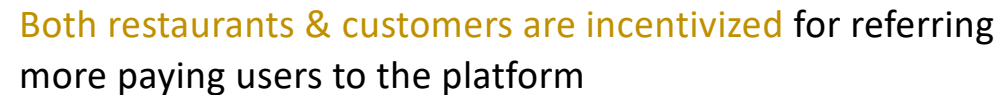
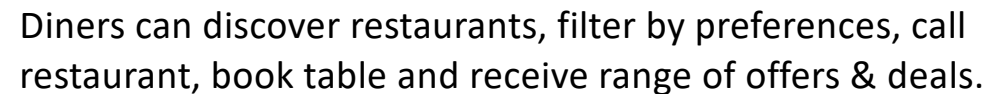
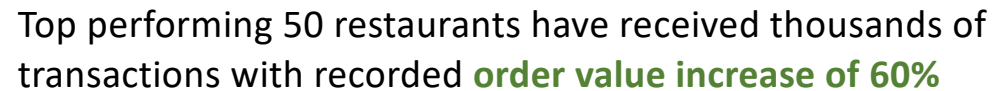
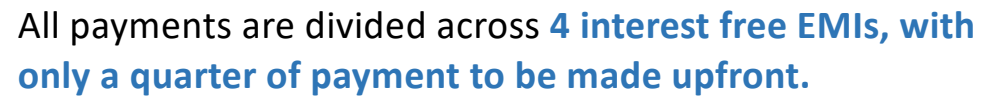
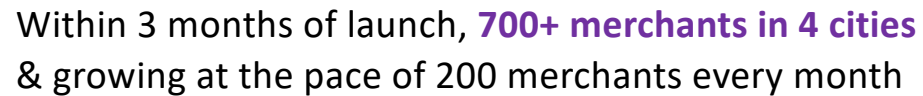
## Corporate Partnership

S. No.	Partner	Role
1	NPCI	Nth Reward Loyalty platform onboarding & campaigning platform
2	Cosmos Bank / Lokmanya Co-Operative Society	Value add service to bank customers via bank's super-app
3	KPMG	RBI regulatory compliance and licensing services
4	Payu Finance (Lazypay)	Financial lending service provider
5	ZestMoney	Financial lending service provider
6	Early Salary	Financial lending service provider
7	LoanTap	Financial lending service provider
8	Michael Dell Foundation	Financial lending service provider
9	ICICI Bank / Yes Bank	Ongoing discussions on lending options and expansion of services
10	Suniel Shetty (Popcorn Entertainment)	Brand Ambassador
11	TOI, Pune Mirror	Media & Advertorials
12	Sazinga Digital	Technical platform development & maintenance

## A vertical strip of ten stylized, colorful illustrations of figures in traditional African attire, each holding a different musical instrument like a drum, horn, or bell. The figures are decorated with geometric patterns and are surrounded by various symbols like triangles, circles, and zig-zags.

**PAYO is an Australian company who have launched the world's first Eat Now, Pay Later service in July 2021.**

**Being the World's first ENPL app, they have favorably placed themselves as market disrupters, driving investor's interest & confidence.**





# Our Team

## Promoters

Rajesh Karandikar



Alok Sambuddha

## Board Of Advisors



**Rahul Renavikar** : Managing Director, Acuris Advisors (GST & Government Policies) – Ex. Big 4 & Tata Motors



**Chetan Oswal** : Accounts & Legal Counsel



**Shrikant Chatur** : Governance Consultant (ex. VP Commercial - Cummins)



**Sanjay Phadke** : Fintech Specialist, Ex. EVP Edelweiss & Vayana Network, JP Morgan, HSBC



**Rakesh Malhotra** : Media Curator, Ex. Media Head - Sakal



**Yogesh Katre** : Sales Head, Loantap



**Harun Rashid Khan** : Regulatory Advisor, Ex. Deputy Governor RBI



**Vinay Baijal** : Regulatory Advisor, Ex. CGM Banking, RBI



## Question & Answers



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