

CLIQUE – Experience Luxury At Convenience





Clique – The Opportunity under Truevibez Umbrella

Clique is premium service offered to our finest customers & business partners, to mutually benefit through means of microfinancing services.

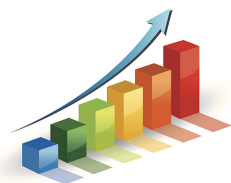


Dine Now, Pay Later

For customer expecting an event to visit restaurant but without available liquid funding, Clique 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.

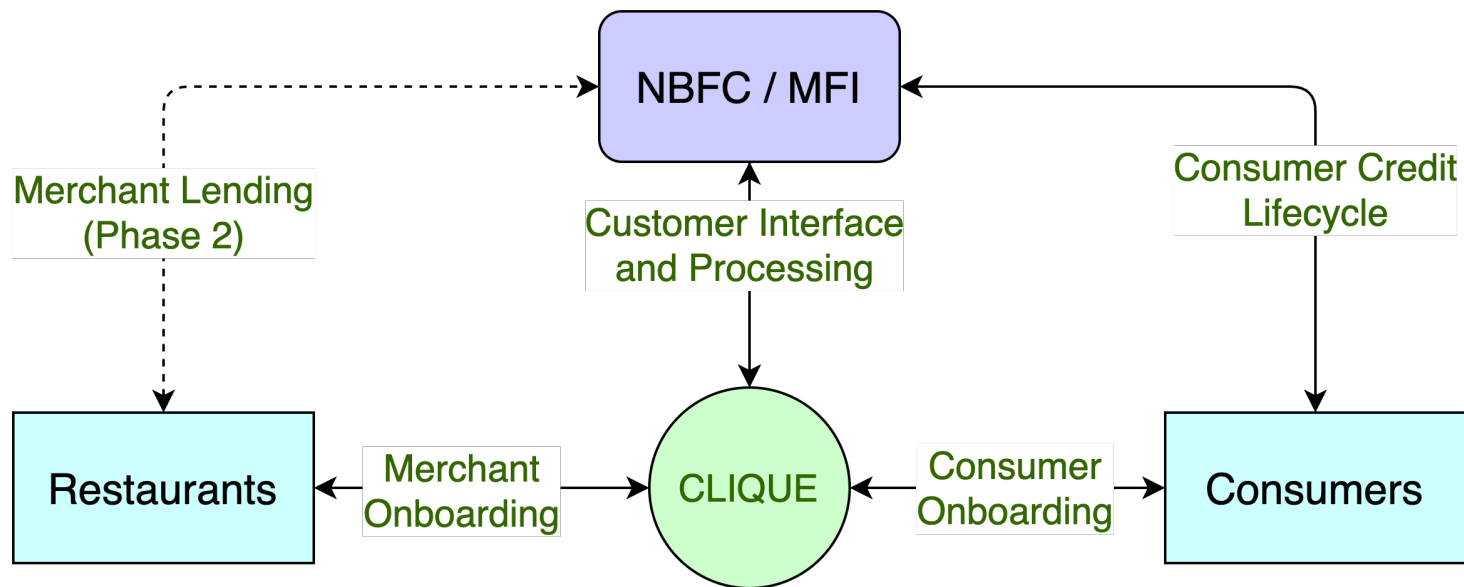
Merchant Employee Lending

Restaurant staff currently face many challenges in requesting loans from banks and NBFCs however from recommendation of a partner merchants, a lo-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.

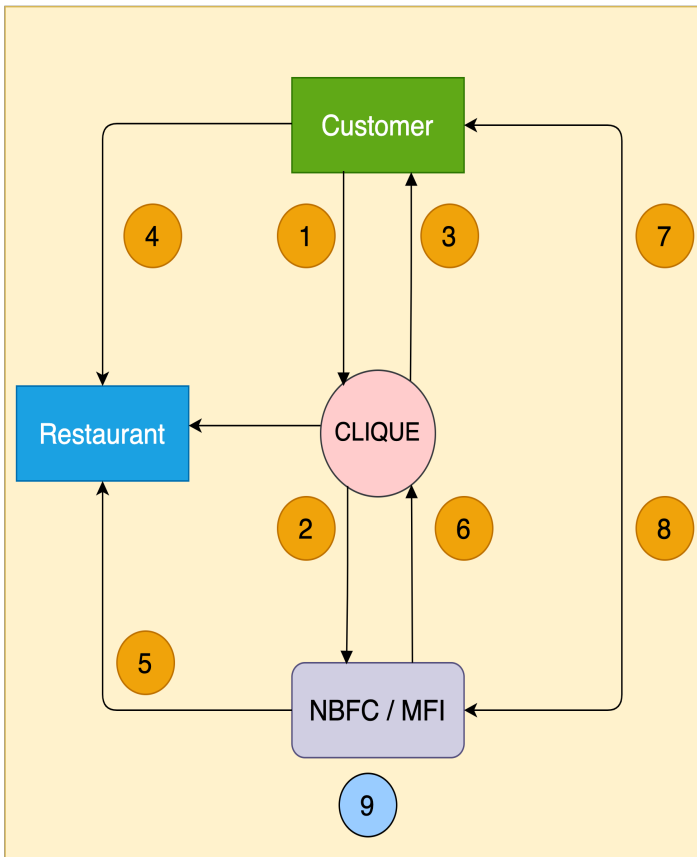
Clique – High Level System Flow



CASE STUDIES

- ❖ Zomato, in partnership with InCred, to lend Rs 1L to 50k restaurants, developing loan book of 500CR
- ❖ PAYO (Australia) – Launched ENPL service in July-21 & already has 500+ restaurant partners

Clique – High Level Transaction Process Flow



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

2. Clique 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**

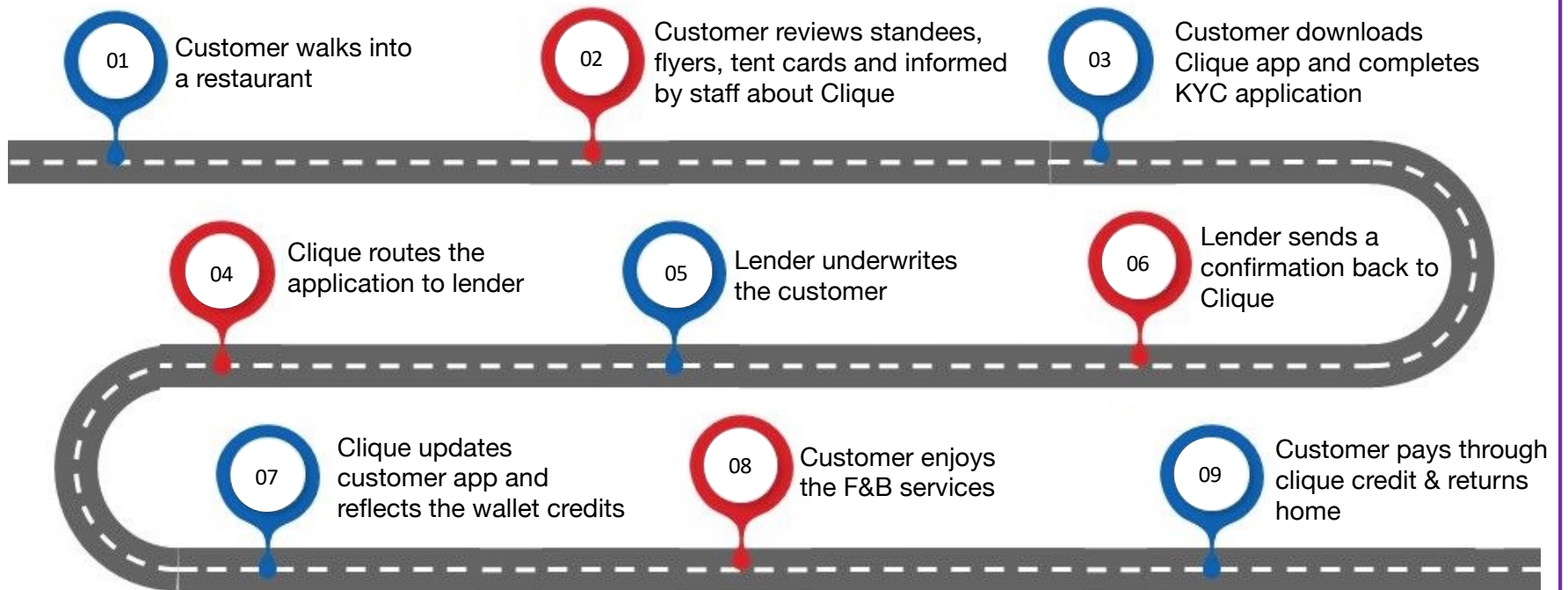
6. Lender pay the commission to Clique e.g., **Rs 800** based on payment reconciliation, on agreed frequency

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

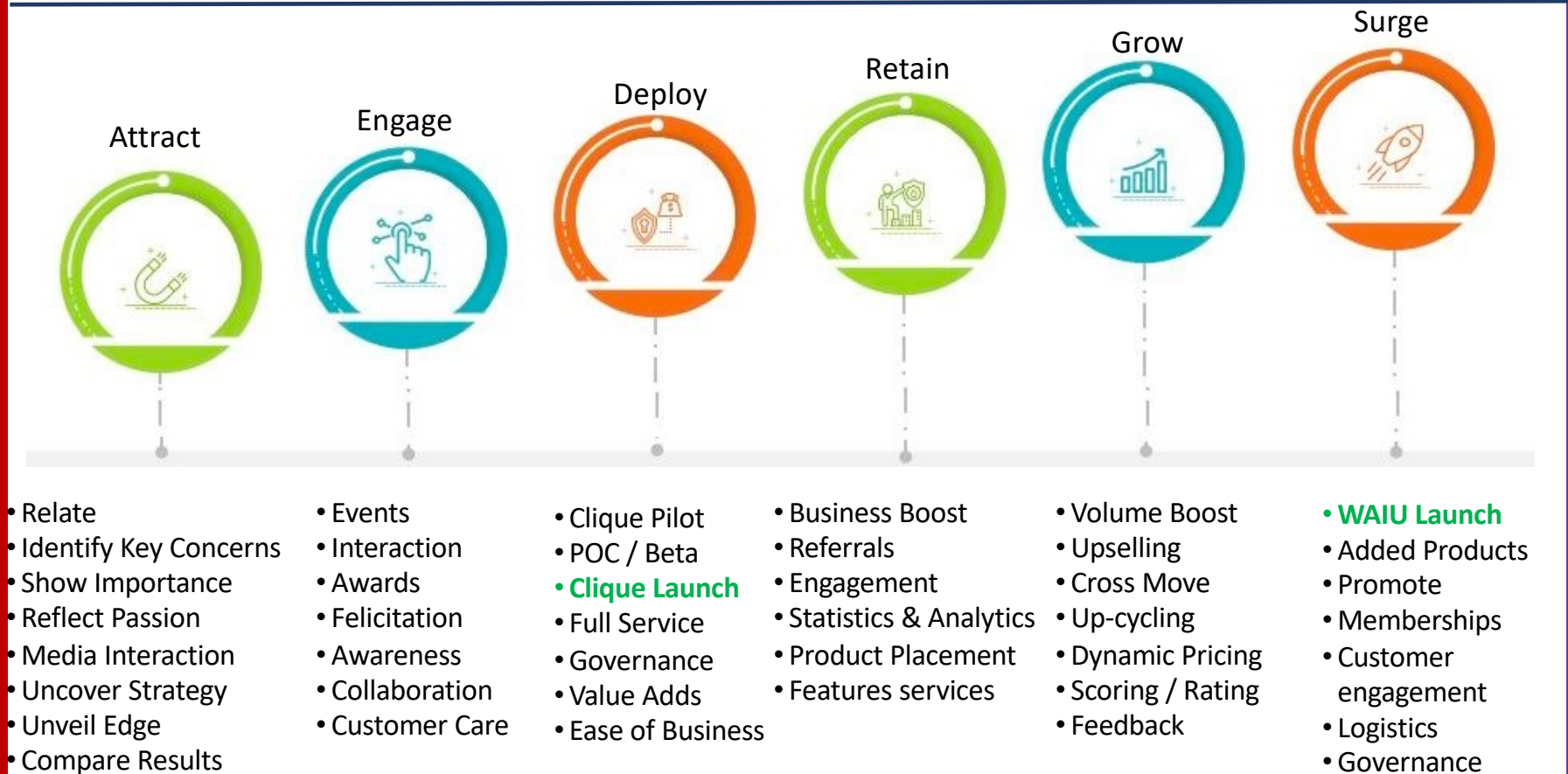
8. Once paid, even if partially, lender updates Clique to reset customer's wallet for calculated funds for further utilisation

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

Clique – Customer Onboarding Journey



Merchant – Engagement & Growth



Merchant – Elevated Pitch

New Product & Features

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

Larger Ticket Size

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

Increased Profit Margins

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

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



Merchant Acquisition Strategy

Advocacy & Support

Flexible model for adaptive service
staff lending & attracting attention
with customer support

S2B/S2C Networking

Staff Boost, Bloggers meet & Digital
campaigns, Standees/Tent cards,
Staff boost, Web Promotions

Awareness

Sales pitch to restaurant owners &
Customer support services

Promotions

TVC, Radio, Contact Center, Video Adverts
to be carried out both locally & nationally
and celebrity tie-ups

Events & Endorsements

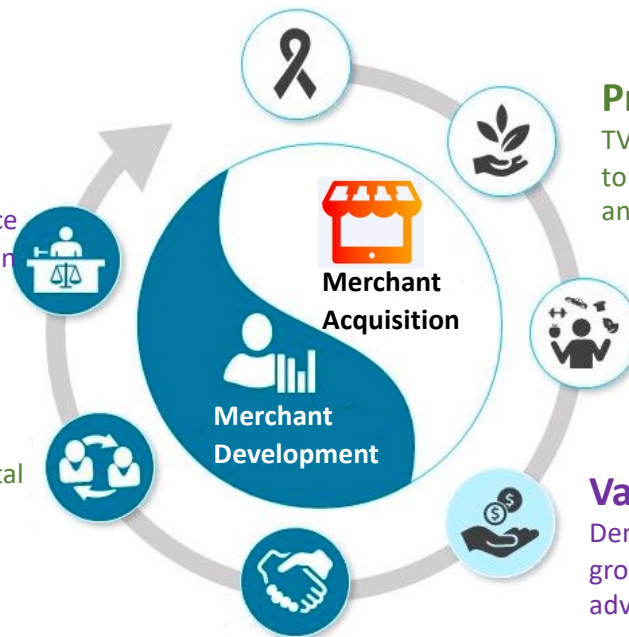
Promotional programs & felicitation by
prominent leaders & industry savants

Value

Demonstration of restaurant scale- based
growth pattern & restaurant reduction in
advances/credits

Partnerships & Affiliations

TOI Felicitation, Print Media, Lender's
internal publicity, NPCI onboarding,
Restaurant association tie-ups





Clique – 360° Benefits

Eat now, Pay Later

Consumers	Restaurants	MFI-NBFC
Increase in spend potential	Increased sales	New customers
Bio-authorization to reduce risks	Higher ticket size	Increased presence
No joining or renewal fees	New feature to offer	Competitive edge
Decorum & savings	No additional charges	Innovative offer

Microfinancing

Consumers	Restaurants	MFI-NBFC
Increased borrowing potential	Self-sufficiency at competitive rates	Untapped market – Millennials, Zoomers
Enhanced financial literacy	Standardized & organized system	Inclusive growth
Reactive credit scoring	Reduced regulatory challenges	Valued partnership
Better rates than banks	Co-branding opportunities	Benefit from geographic expansions

Clique – Revenue Sharing Model – EOY Cycle

Revenue Sharing Model - End of Year 1 Financials			
Financials			Key Assumptions
Particular	Value	Notes	
Average wallet credit	5000	Virtual credit with range 5k to 30k	No processing fees to be applied to customers
Total customers per city per cycle	10000	0.8% of city potential of 6L customers	Zero interest payments in 3 installments at 45, 60 & 75 days
Credit book	5,00,00,000	Virtual only	Delay charges applied at Rs 10/day, to a maximum of 45 days
Assumed total interest for lender	36%	Annual	Credit costs (Default & NPA) to be covered upto 5% by Clique
Average transaction value	2500	APC 1250	Customer wallet to be credited by EMI amount once EMI is paid.
Funds disbursed	2,50,00,000	Actuals	Rotation of partial credits to be allowed & managed as BAU
NBFC return per transaction	110	36% Interest (APR)	Bureau & payment gateway costs are built into return
Total returns per cycle	11,00,000	Per cycle	Delay fee to be entirely managed & owned by lender
Annual returns	88,00,000	Per location, per year	Customer wallet credit to be calculated based on credit score
Average delay pool	25%	Conservative - Industry trend is 25-45%	Initial customer screening to be done by Clique
Delay fees per day (Rs)	10	Rupees	Process design to be open for onboarding multiple lender in future
Average delay period in days	15	Conservative	An overall conservative model is assumed for reference purposes
Delay charges	3,75,000	Per cycle	
Annual delay charges	30,00,000	Per location, per year	
Total Annual earning per city	1,18,00,000	On same credit book (Over 50% returns)	

Clique: Financial Forecast – 3 Years

Per Cycle Financial Forecast								
Particular	M1	M2	M3	M6	M12	M18	Y2	Y3
Average Wallet Credit	5000	5000	5000	5000	5000	5000	6000	6000
Total Customers Per City Per Cycle	100	300	600	1200	10000	25000	75000	300000
Credit Book	5,00,000	15,00,000	30,00,000	60,00,000	5,00,00,000	12,50,00,000	45,00,00,000	1,80,00,00,000
Assumed Total Interest For Lender	36%	36%	36%	36%	36%	36%	36%	36%
Average Transaction Value	2500	2500	2500	2500	2500	2500	2500	2500
Funds Disbursed	2,50,000	7,50,000	15,00,000	30,00,000	2,50,00,000	6,25,00,000	18,75,00,000	75,00,00,000
NBFC Return Per Transaction	111	111	111	111	111	111	111	111
Total Returns Per Cycle	11,096	33,288	66,575	1,33,151	11,09,589	27,73,973	83,21,918	3,32,87,671
Annual Returns	88,767	2,66,301	5,32,603	10,65,205	88,76,712	2,21,91,781	6,65,75,342	26,63,01,370
Average Delay Pool	25%	25%	25%	25%	25%	25%	25%	25%
Delay Fees Per Day (Rs)	10	10	10	10	10	10	10	10
Average Delay Period in Days	15	15	15	15	15	15	15	15
Delay Charges	3,750	11,250	22,500	45,000	3,75,000	9,37,500	28,12,500	1,12,50,000
Annual Delay Charges	30,000	90,000	1,80,000	3,60,000	30,00,000	75,00,000	2,25,00,000	9,00,00,000
Annual Lender's Earnings	1,18,767	3,56,301	7,12,603	14,25,205	1,18,76,712	2,96,91,781	8,90,75,342	35,63,01,370
Clique Share (Weighted Mean)	17%	17%	17%	17%	17%	17%	17%	17%
Clique Earning Per Cycle	41,250	1,27,500	2,55,000	5,10,000	42,50,000	1,06,25,000	3,18,75,000	12,75,00,000
Clique Earning Per Annum	3,30,000	10,20,000	20,40,000	40,80,000	3,40,00,000	8,50,00,000	25,50,00,000	1,02,00,00,000

Notes

Conservative assumption that 2nd cycle to start only when 1st on is complete

Clique – Revenue & Expenses

S.No.	Cost Category	Year 1	Year 2	Year 3
Capital & Operational Expenses (CAPEX)				
1	Platform Development / Maintenance	₹ 1,50,00,000	₹ 1,50,00,000	₹ 2,00,00,000
2	Launch, promotions, advert	₹ 2,50,00,000	₹ 9,00,00,000	₹ 12,00,00,000
3	Infrastructure setup costs	₹ 3,00,00,000	₹ 12,00,00,000	₹ 15,00,00,000
4	Legal, Intellectual Property, RBI Approval, Commission, Competition Law & overlays	₹ 50,00,000	₹ 50,00,000	₹ 1,00,00,000
5	BOD / Management Cost	₹ 1,50,00,000	₹ 3,00,00,000	₹ 5,00,00,000
6	Customer Acquisition costs	₹ 2,00,00,000	₹ 10,00,00,000	₹ 15,00,00,000
7	Total at end of year	₹ 11,00,00,000	₹ 36,00,00,000	₹ 50,00,00,000
S. No.	Revenue Model	Year 1	Year 2	Year 3
1	Average wallet credit	5000	5000	5000
2	Total customers per city per cycle	10000	100000	250000
3	Credit book per cycle	5,00,00,000	50,00,00,000	1,25,00,00,000
4	Annual Credit Book	40,00,00,000	4,00,00,00,000	10,00,00,00,000
5	Assumed total interest for lender	24%	24%	24%
6	Average transaction value	2500	2500	2500
7	Funds disbursed	2,50,00,000	25,00,00,000	62,50,00,000
8	Annual returns to lender	1,10,00,000	11,00,00,000	55,00,00,000
9	Annual Delay Charges	30,00,000	3,00,00,000	7,50,00,000
10	Total Annual Lender's Earnings	1,40,00,000	14,00,00,000	62,50,00,000
11	Clique Earning Per Cycle	41,25,000	4,25,00,000	10,62,50,000
12	Clique Annual Earning	3,40,00,000	25,50,00,000	1,02,00,00,000

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

The are backed by an existing lender with substantial customer base in the operational regions.

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



Within 3 months of launch, **700+ merchants in 4 cities**
& growing at the pace of 200 merchants every month



All payments are divided across **4 interest free EMIs, with only a quarter of payment to be made upfront.**



Top performing 50 restaurants have received thousands of transactions with recorded **order value increase of 60%**



Diners can discover restaurants, filter by preferences, call restaurant, book table and receive range of offers & deals.



Both restaurants & customers are incentivized for referring more paying users to the platform



All payments are via PAYO app via QR codes with options for customer to recommend for PAYO business



Instant approval & discreet process has given PAYO an edge over other modes of payments, eliminating need to carry wallets

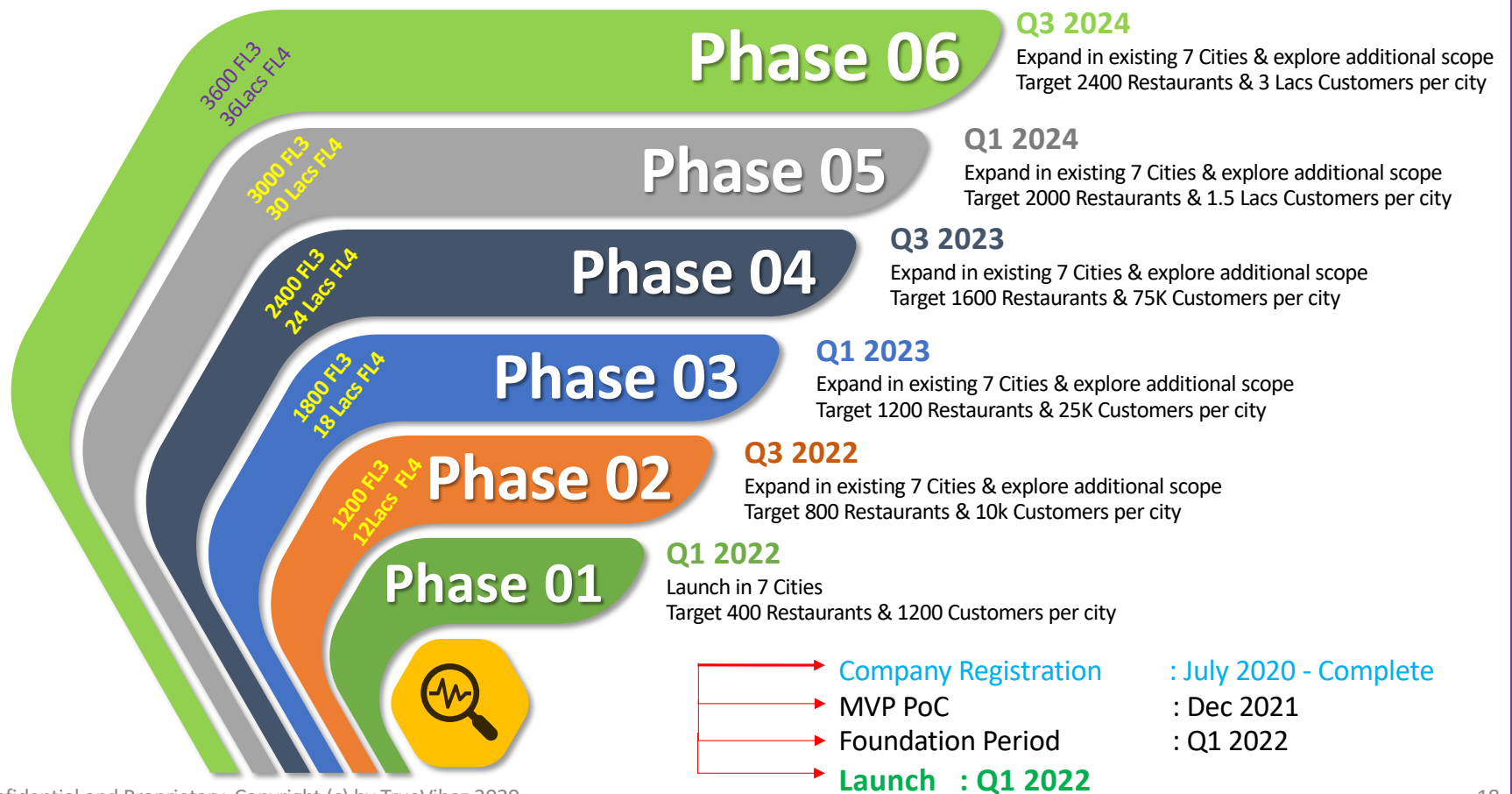
Customer Acquisition Strategy

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	

Case Studies

Company / Particular	Dineout	Magicpin	Eazydiner	Devourin
Founded	2012, Noida	2015, Gurgaon	2014, Delhi	2015, Pune
Owner	Times	Self	Self	Self
Services	Booking, Rewards, Payments, Artists	Discovery, Rewards	Discovery, Payment, Rewards	POS, SCM, Data Analytics, CRM
Coverage	20 Cities	40 Cities	150 Cities	2 Cities
<u>Acquisition</u> Restaurant / Customers	50K / 2.5CR	1.5L / 50L	10K / 30L	200 / None
Investments	\$100MN (2019)	\$43M (2021)	\$16M (2020)	\$150K (2016)
Revenue	\$200M	\$10M	\$42M	\$500K
YoY Growth	154% (2019)	415% (2018)	400% (2019)	TBC
Valuation	TBC	\$165M	\$40M	\$1M

Project Plan – 6 Phased





Our Team

Promoters

Rajesh Karandikar



Alok Sambuddha

Board Of Directors



Suhas Gokhale : Managing Director, COSMOS Bank, Pune



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



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



Chetan Oswal : Accounts & Finances



Yogesh Katre : Sales Head, Loantap

Corporate Partners



Bajaj Finserv, Early Salary, Eazypay (Payu) – Financial Lending Partners
NPCI (Nth Reward), Pune Mirror (TOI), Krios Info Solutions, Sazinga Digital
Staratacache (SCALA) – Broadcasting & Livestreaming Infrastructure Partner

Question & Answers



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