

# **WAIÛ– A Celebration Of Sharing Happiness**





# Truevibez: An Overview

## ❖ Initiative

Truevibez was established in 2020 with aim to focus on modernization of hospitality industry, by introducing innovative products & features driven by technology evolution.

## ❖ 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

## ❖ Programs

Truevibez have designed pioneering programs under **WAIU** & **CLIQUE** umbrella, which will drive inventive & original business solutions for both our restaurant partners & consumers for mutual benefit & success.



## 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.



## 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.



# WAIÜ : Vision & Key Features

## ❖ Vision:

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

## ❖ Next Level Hospitality Service Offerings

WAIU aims to introduce industry first features in hospitality, keeping the best interest of Restaurant owners and their underserved staff in mind, not just the customers. Key services offered by WAIU are:

### Phase One:

- **Clique : Eat Now-Pay Later for restaurant F&B customers**
- **Clique : Restaurant staff financial lending for their important needs**

### Phase Two: Following Phase One stabilization in 10 cities

- Broadcast & Live Streaming of finest artist performances live in partner restaurant venues
- Logistics & Governance to address some of restaurant's major pain & improvement areas
- Gift F&B services to friends, family and even new acquaintances
- Socializing & Gaming in premises of restaurant, to promote interaction and upsell
- Pre-paid Point Based Services (PBS)



## Clique – An 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. Piloting 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

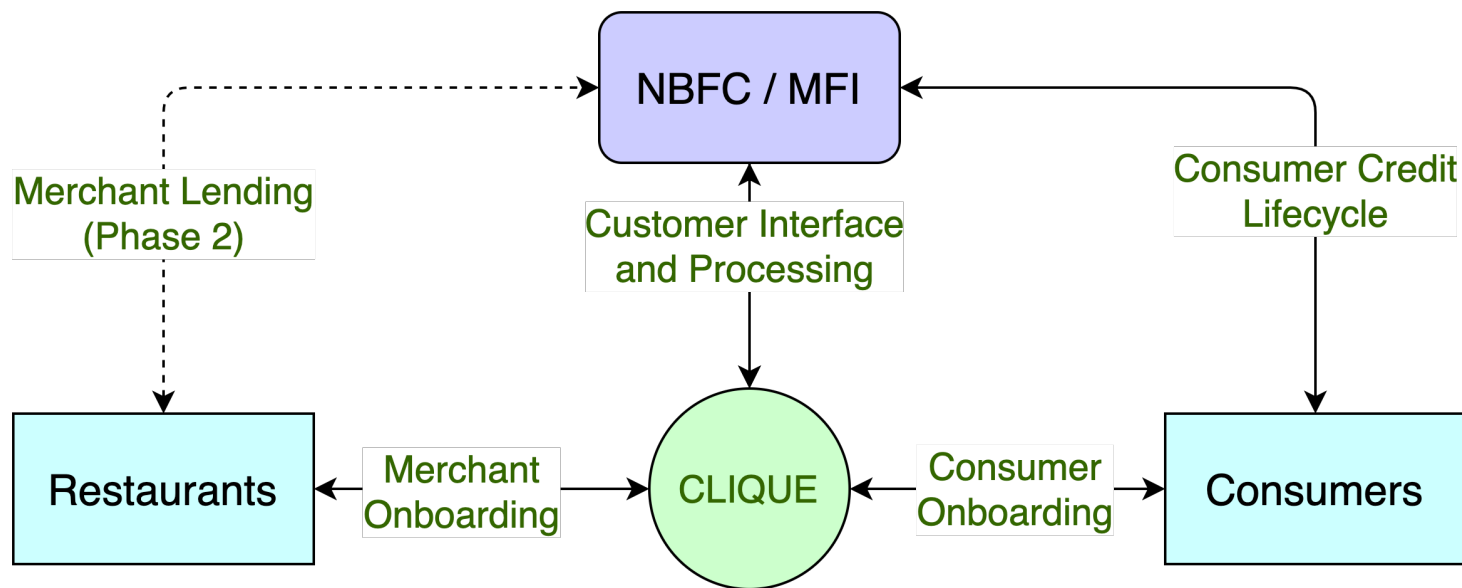
Restaurant staff currently face many challenges in requesting loans from banks and NBFCs however from recommendation of a partner merchants, a low-medium size credit pool will be made available to them with flexible repayment options.



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.



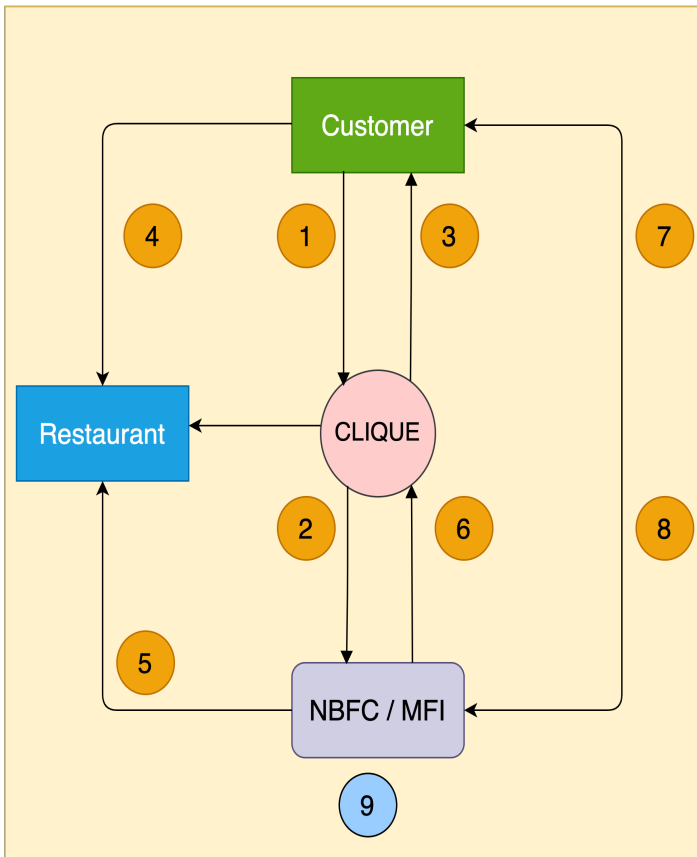
## Clique – High Level System Flow



### 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 4500**
6. Lender pay the commission to Clique e.g., **Rs 400** 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 100**, for their services



## 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

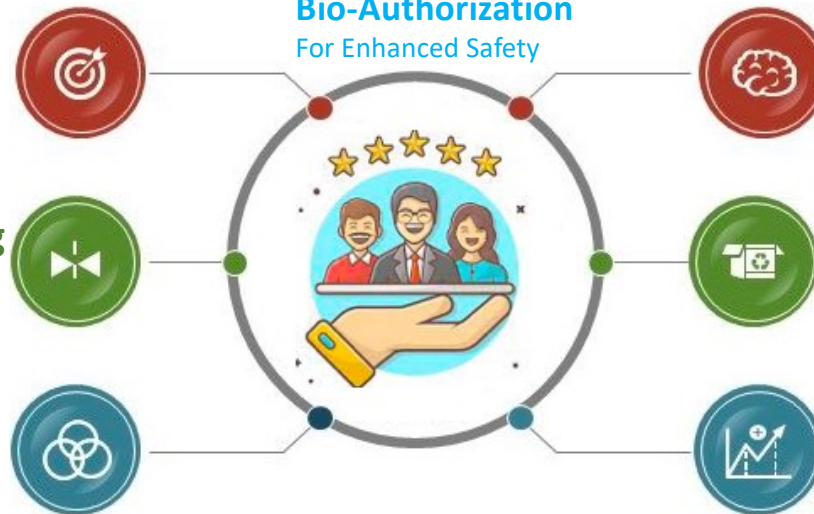
With long risk-free no-interest paying term, along with a range of payment plans at offer with different lenders to choose from

## 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



## PAYO (Australia) – A case study

### About PAYO

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



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# Our Team

## Promoters

Rajesh Karandikar



Alok Sambuddha

## Board Of Advisors



**Suhas Gokhale** : Managing Director, COSMOS Bank, Pune



**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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