

WAIÛ– A Celebration Of Sharing Happiness





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

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

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.



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

- 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.



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 during the lean phases**
- **Clique : Restaurant staff financial lending for their important needs**

Phase Two:

- **Broadcast & Live Streaming of finest artist performances**
- Logistics & Governance to fix some of restaurant's major pain areas
- Guaranteed discounts on F&B services
- Gift F&B services to Friends & Family
- Socializing & Gaming in premises of restaurant
- 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.

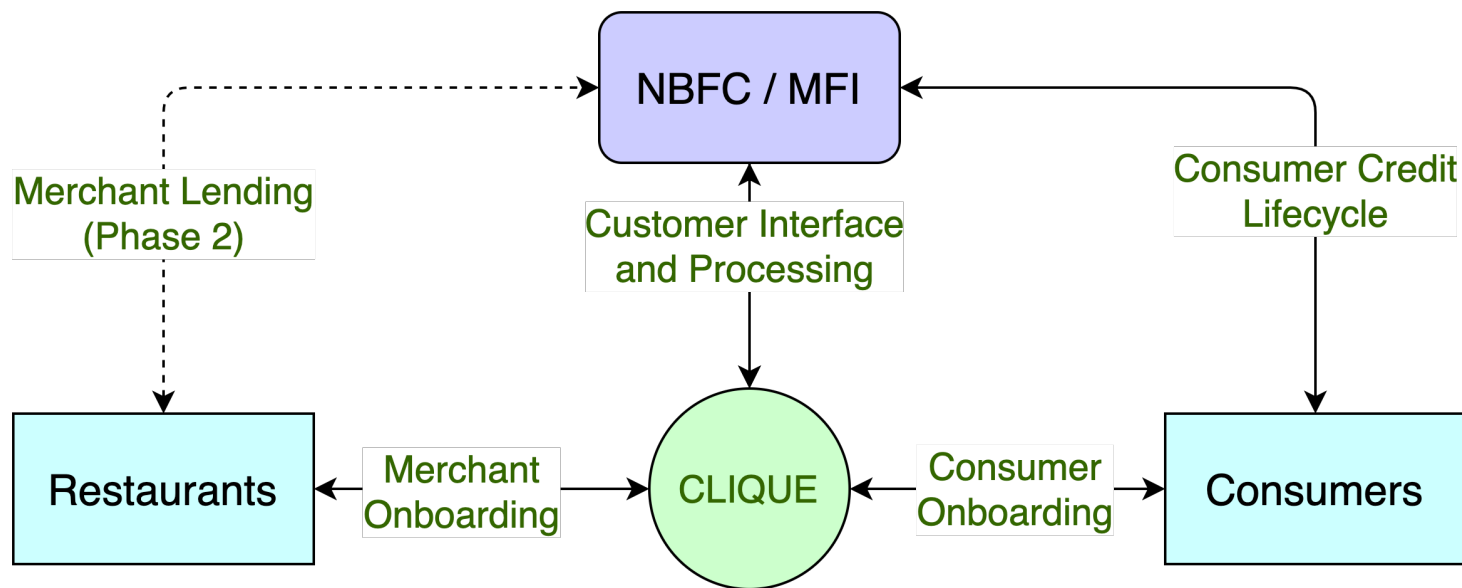
Merchant Staff Financial Lending

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

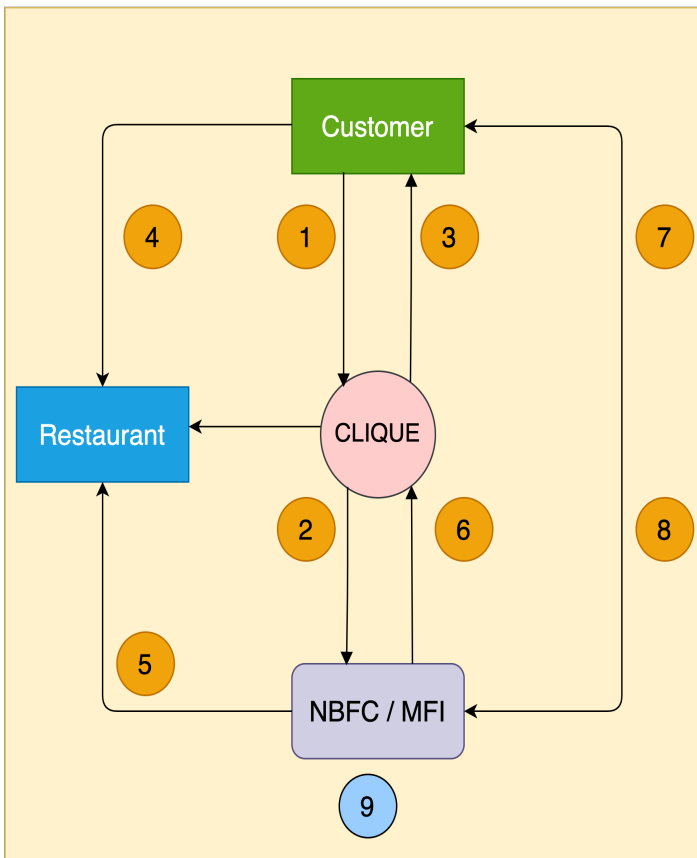
Clique – High Level System Flow



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**

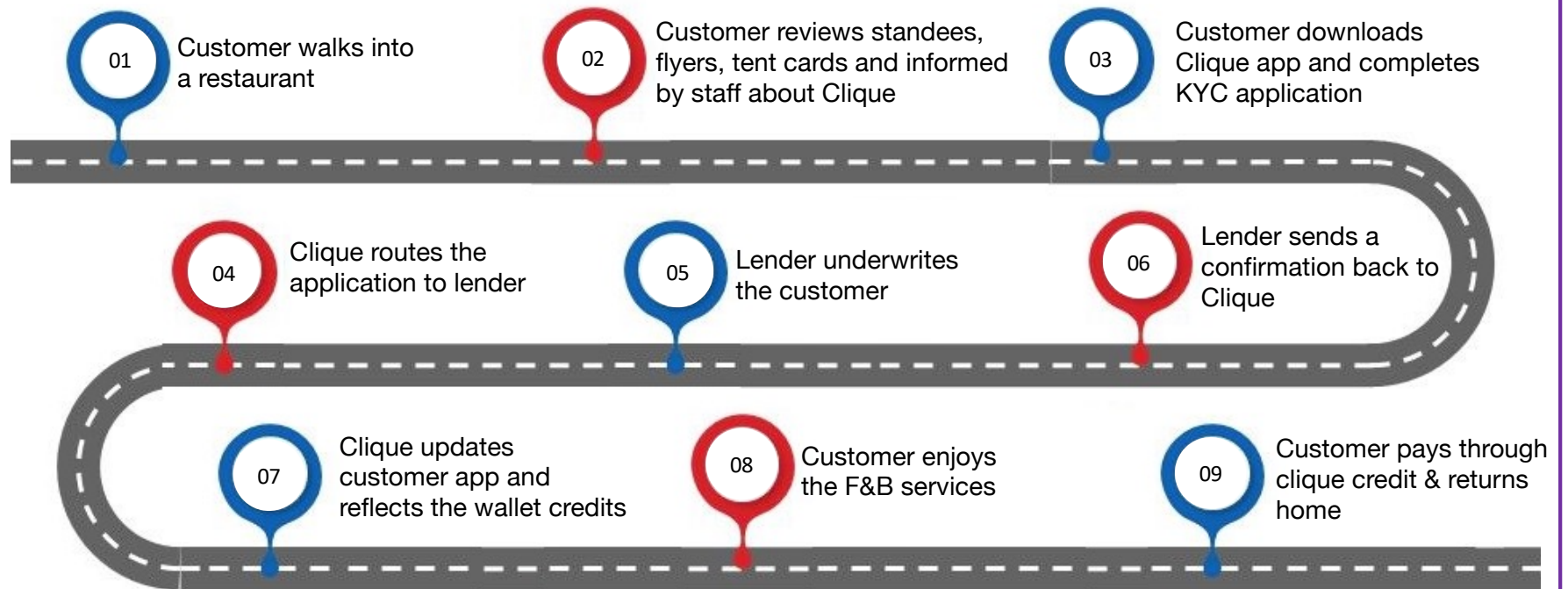
6. Lender pay the commission to Clique e.g., **Rs 800** based on payment reconciliation, on agreed frequency

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

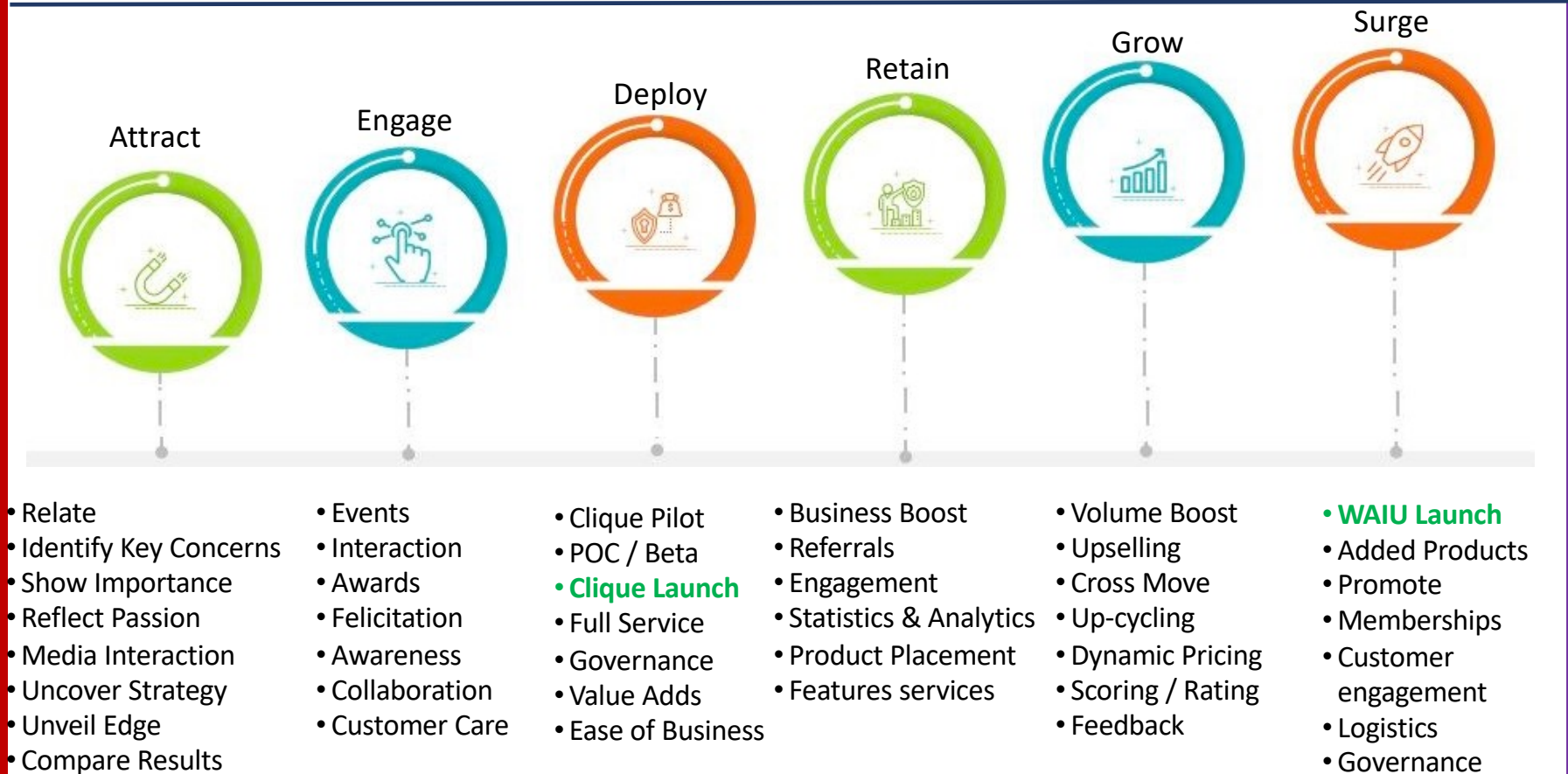
8. Once paid, even if partially, lender updates Clique to reset customer's wallet for calculated funds for further utilisation

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

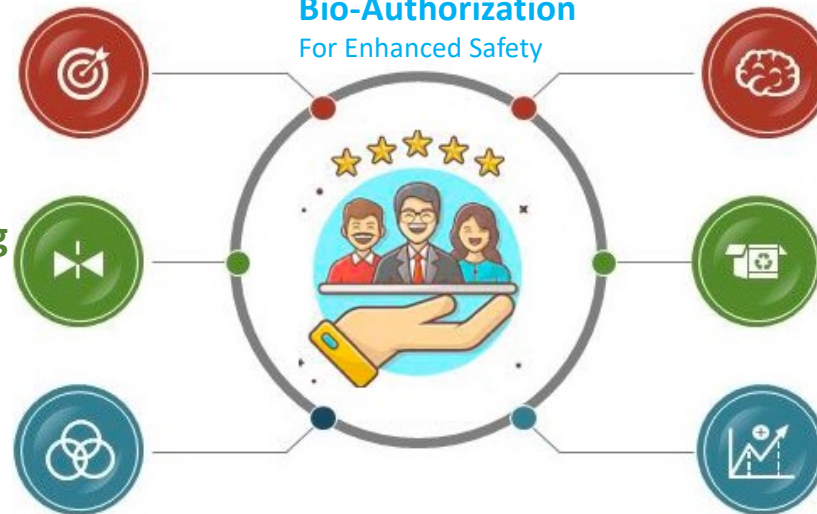
With long risk-free no-interest paying term, along with a range of payment plans at offer with different lenders to choose from

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



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

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



WAIU Broadcast & Live Streaming – Media Service

WAIU Broadcast will bring the top music performances LIVE to our partner restaurants, to add that premium value to their offerings.

An average restaurant spends about ₹70,000 to ₹2,50,000 every month on local music artist' live performance at their premises.

Its an important feature for restaurants however its quality can be inconsistent and cost benefit ratio is usually quite modest.

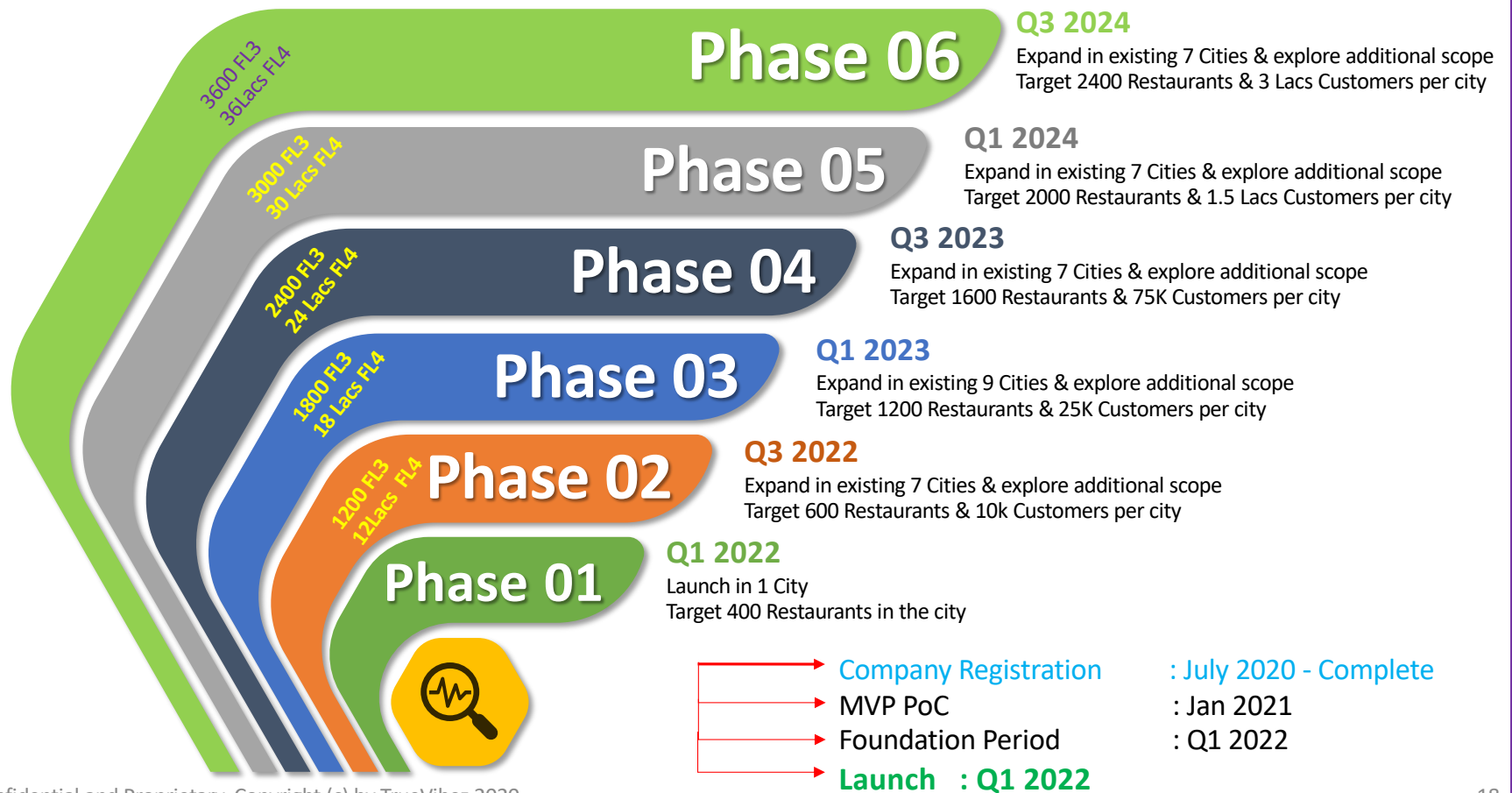


WAIU has collaborated with Stratacache (Signage provider for Mercedes, Airports), to bring live performance by popular artists straight to our partner restaurants from the studio, allowing interactive communication as well e.g., on-demand songs, restaurant recognitions etc.

This feature will provide restaurants a much economical option to show exclusive live shows by best artists in the industry, using existing infrastructure already available at the restaurant.

This service will be a fast-follower once Clique is launched.

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 & Legal Counsel



Yogesh Katre : Sales Head, Loantap

Corporate Partners



Bajaj Finserv, Early Salary, Payu - Eazypay – 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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