

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.

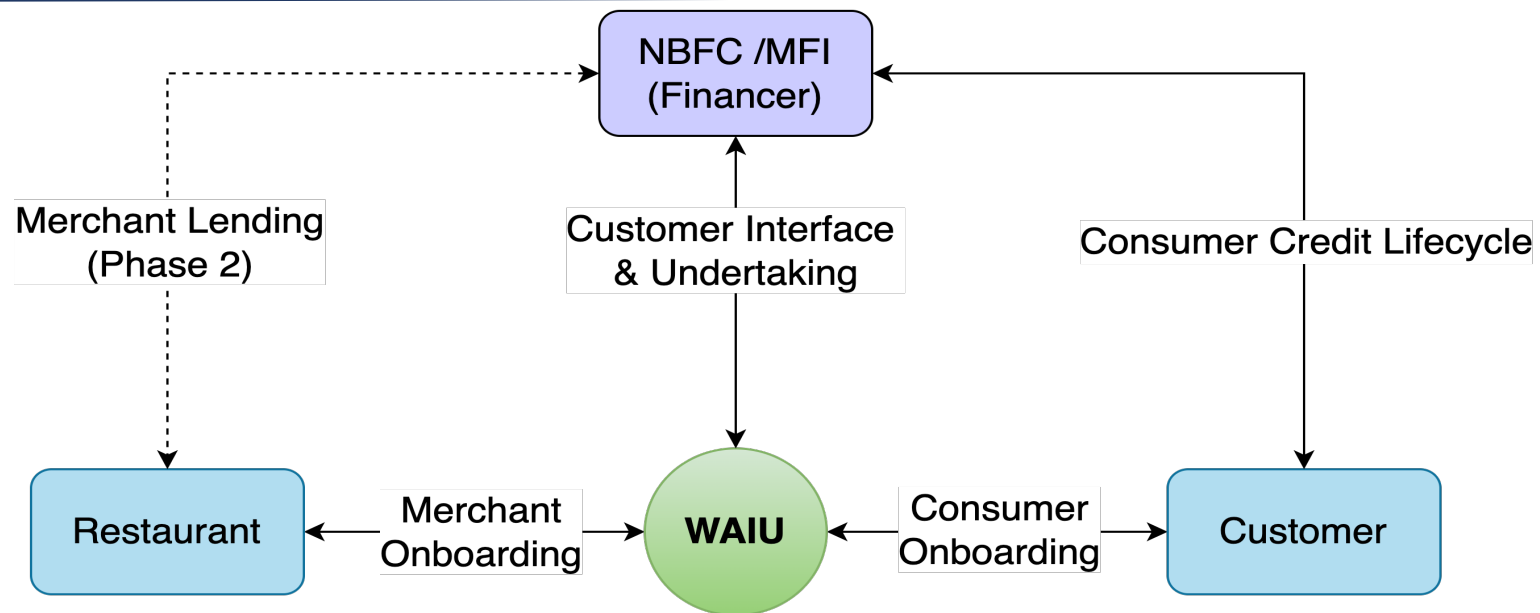
Alok's specializes in merchant acquisition domain and developing technical platforms to support end to end merchant lifecycle services such as affiliation, enablement, submissions, payments, reconciliation, compliance, MIS, AML, Risk, Finance & Accounting.

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.

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**.



- ✓ 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





Amhi Kolhapuri Partnership



WAIU - Amhi Kolhapuri Partnership

Model 1 - Revenue sharing - 5 Years

	Month 1	Month 2	Month 3	Month 12	Month 36	Month 60
Total customers						
Downloads till date	2500	5000	7500	30000	60000	100000
Transactions Count @ 10% conversion	250	500	750	3000	6000	10000
Average Transaction value	1500	1500	1500	1500	1500	1500
Total billing	₹3,75,000	₹7,50,000	₹11,25,000	₹45,00,000	₹90,00,000	₹1,50,00,000
Amhi Kolhapuri Commission	0.10%					
Amhi Kolhapuri Earning	₹375	₹750	₹1,125	₹4,500	₹9,000	₹15,000

Total Earning At End of Tenure = 7 Lacs

Model 2 - Per download based - 5 Years

	Month 1	Month 2	Month 3	Month 12	Month 36	Month 60
Total customers						
Downloads till date	2500	5000	7500	30000	60000	100000
Amhi Kolhapuri Per download rate	10.00					
Amhi Kolhapuri earnings till date	₹25,000	₹50,000	₹75,000	₹3,00,000	₹6,00,000	₹10,00,000

Total Earning At End of Tenure = 10 Lacs



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



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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