14th March, updated B2B deck review comments:

Slide 5:

Change to ‘To attract more customers to dine-in at their restaurants’

Change to ‘To promote group bookings & packages’

Slide 7:

Still don’t see relation between the message and the background pic

Slide 8:

Any stats we can use, as per earlier feedback?

Slide 9: Earlier comments are pending inclusion, as:

Mention EMIS are ‘always’ interest free. Also refer DNPL bills will have higher ticket size

Slide 11: Earlier comments are pending inclusion, as:

Can we show discounted value in green, instead of red. Change ‘Special Discounts’ to ‘Special Discount’, in the inclined bill as well

Page 12: Earlier comments are pending inclusion, as:

Change to ‘It also allows **customers** to split their bills into parts at no additional cost’

Page 15: Earlier comments are pending inclusion, as:

Simply say as “It gives you access to 6.5 Cr. Potential Customer Base\*”

Slide 16: Delete it, as it was meant for your team to brainstorm and include findings as benefits in the slide, possible in the PAYO factsheet slide, or otherwise. For example:

1. WAIU restaurants will attract customers of non-WAIU restaurants
2. New service at WAIU restaurants will help them gain customer’s attention
3. Home delivery customers will have incentives to celebrate their events at restaurants, instead of ordering food delivery
4. Customer’s loyalty will increase, and they will come more often due to WAIU service
5. Credit customers will have higher ticket size than regular ones
6. Non-peak period utilization will be higher due to WAIU’s promotions
7. Restaurant who doesn’t take payment from high-fee credit cards as Amex or Citi, will also be able to service them now. So, the high end customers who typically pay via their premium credit card e.g. Amex Platinum, can also use it in WAIU restaurant. And average bill value of credit card customers is always higher than others.

There are several others reasons, above is just from top of my head and wanted your feedback too from your internal brainstorming.

Slide 20:

1. 16th march: Kolhapur B2B Event
2. 5th April: Kolhapur Launch
3. 16th April: Pune B2B Event
4. 24th April: Kolhapur Ruggedian Marathon
5. 26th April: Pune Launch

Change to ‘First 5000 WAIŪ app users will receive a **free** gift’

Slide 22: Change to ‘Introduce your business to UNLIMITED growth…’