

SADAR 24

E-Commerce
Marketplace helping
unorganized, local
retailers sell online





SMALLER RETAILERS HAVE BEEN NEGLECTED by big e-commerce platforms

\$836 B

RETAIL INDUSTRY

ONLY
6.5%
SELL ONLINE

OFFLINE LIMITATIONS



ONLINE MARKETPLACES CHALLENGES

- O1 Cumbersome
 Paperwork &
 Registration
- High Commissions
- 03 Delay in Payouts



SHOPPING FROM ONLINE MARKETPLACE OR NEARBY STORES IS EXPENSIVE from wholesale market is inconvenient





GAP BETWEEN UNORGANIZED VENDORS AND CUSTOMERS IN TIER 2-3 CITIES

 Customers in these cities often have limited access to a diverse range of products and services available in Metro Cities



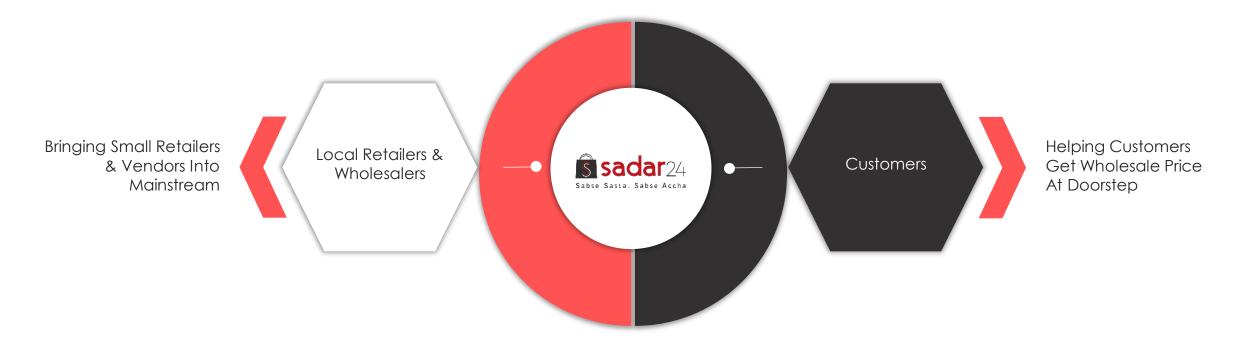
EVEN SHOPPING WITHIN THE CITY REQUIRES MULTIPLE TRIPS TO WHOLESALE MARKET

- Travel Hassle
- Parking Problem
- Time Wastage

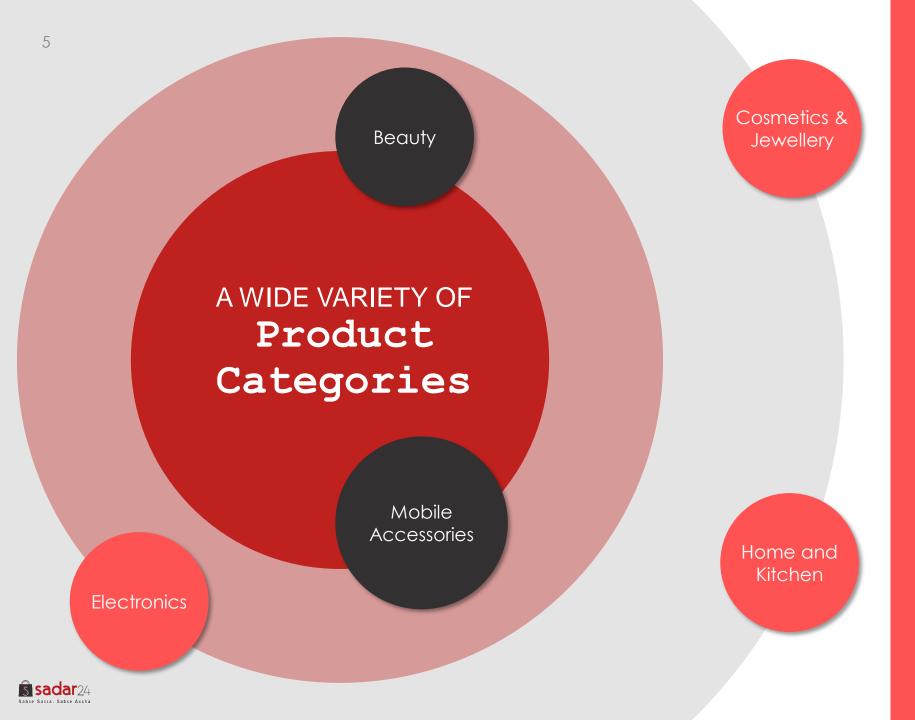


Presenting Sadar24:

1ST OF ITS KIND E-COMMERCE PLATFORM – CREATING A WIN-WIN FOR LOCAL VENDORS AS WELL AS CUSTOMERS

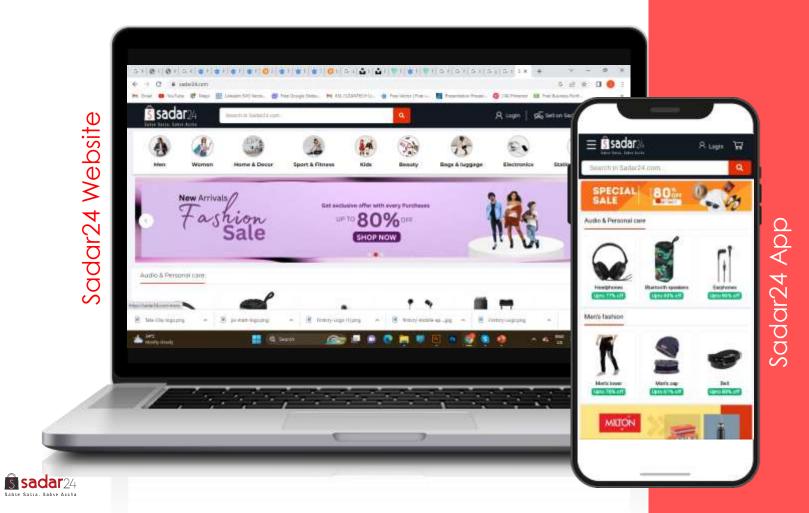


1st of its kind, E-Commerce Marketplace, empowering local unorganized Vendors to sell online



To satisfy consumer demand and avoid having to send clients to the market, where they care nothing about brands, we will exclusively offer locally produced goods without branding.

A GLIMPSE OF OUR Website, App, & how it works





Our SUPPLY CHAIN



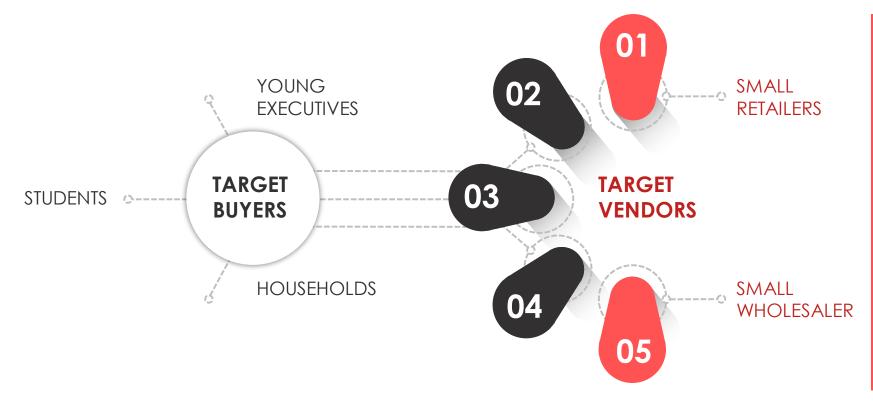
HOW DO WE earn money?







TARGET CUSTOMER Segment



- Having ASP of Rs. 500 or higher
- Possess the bare minimum of paperwork, such as a GST number and bank account information
- Initially in Metro Cities
- Local Brands
- People selling online through different channels like FB, WhatsApp, Instagram, etc.









Benefits TO THE STAKEHOLDERS

BENEFIT TO CUSTOMERS

- Transparent cashless transaction
- Wholesale pricing at home
- Convenience
- Wider options

BENEFITS TO VENDORS

- Equal opportunity
- Opportunity to sell unbranded products
- Transparency in transaction
- More revenue and profit with the lowest commission
- Comfort and Trust
- Faster pay-out
- Simple registration process
- Lowest & flat commission
- Accessibility to Personal Website via link

BENEFITS TO THE NATION AND SOCIETY

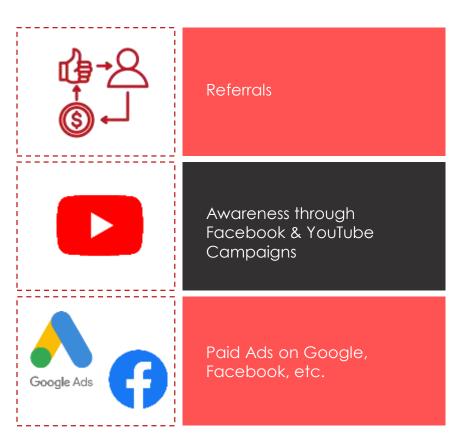
- Reduces Unemployment
- Helps in skill development
- Eradicating corruption
- Correct data on employment, per capita income report, population density
- Improve our resource depletion percentage
- Make the population digitally educated and make India cashless
- Adds more rural areas into the urban area



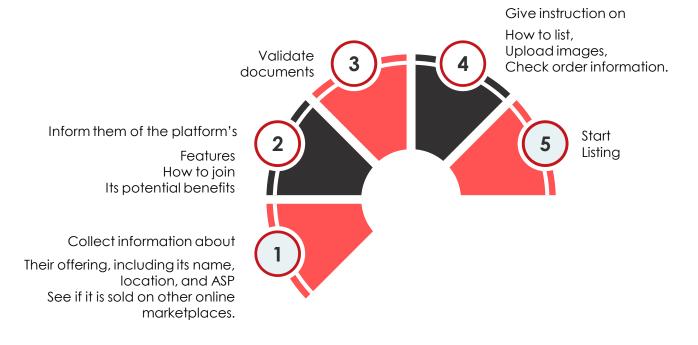
Vendor Acquisition &

ONBOARDING STRATEGY

PRE-ACQUISITION



POST-ACQUISITION





Customer Acquisition

& ENGAGEMENT STRATEGY

RETENTION / ENGAGEMENT **AWARENESS** • Learns of Brand Existence Interact with Brand POST -AT **PRESENT FUNDING**

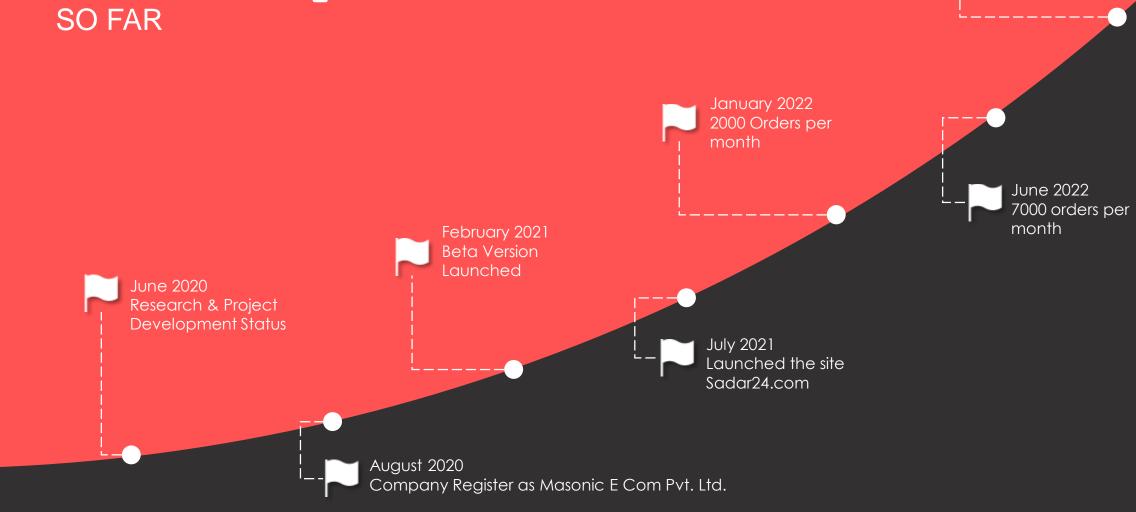
- Social Media Marketing
- Paid Google Ads
- Brand Awareness Campaigns
- Influencers

- - Radio/ Newspaper
 - Billboards
 - Brand Ambassador
 - Gifts
 - Cross-platform branding through coupons, offers, etc.

EMAIL MARKETING

- Email / SMS Marketing on Special Offers, New Launches
- Abandoned Cart Notification
- Loyalty Points

Our Journey SO FAR



September 2022 15000 Orders per

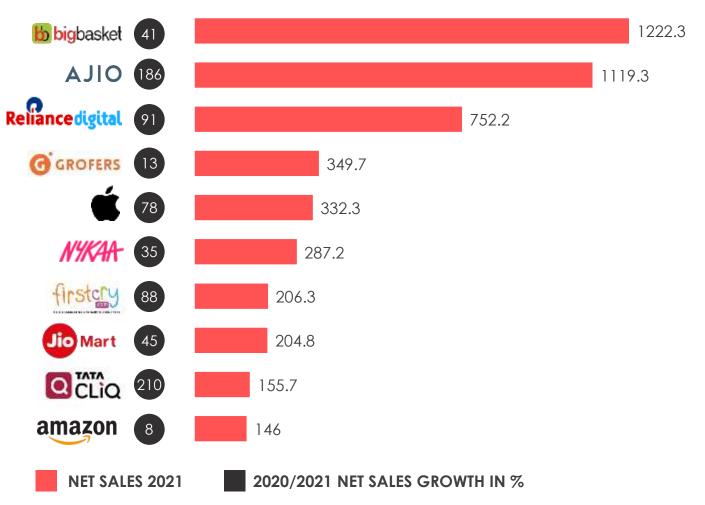
month



Market

OVERVIEW

ECOMMERCE NET SALES GENERATED IN INDIA IN 2021



NO. OF SUPPLIERS IN INDIA (2022)



6.5L amazon



India is the 4th largest preferred

RETAIL DESTINATION GLOBALLY

| | Current | Projected |
|----------------------------|----------------------|-----------------------|
| India's retail industry | \$690 billion (2021) | \$2 trillion (2032) |
| Online retail industry | \$55 billion (2021) | \$ 350 billion (2030) |

Largest online retail market globally

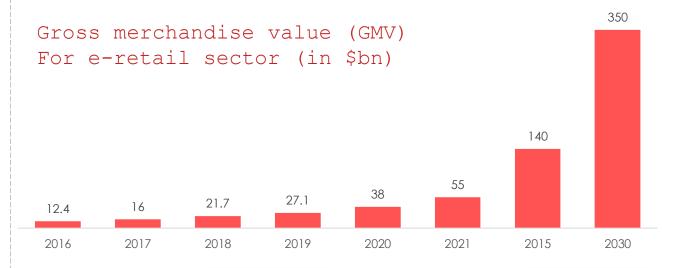
daily e-commerce transactions

11.4

E-commerce is expected to capture 11.4% of the total Indian retail market by 2026

Online Retail Boom

Indian is set to become the third-largest online market globally, after the us and China, clocking \$350 billion in GMV by 2030



500,000

Total Gig Workers Expected To Be Employed (2021) \$800B

Size Of India's Digital Economy(2030)

\$1.5T

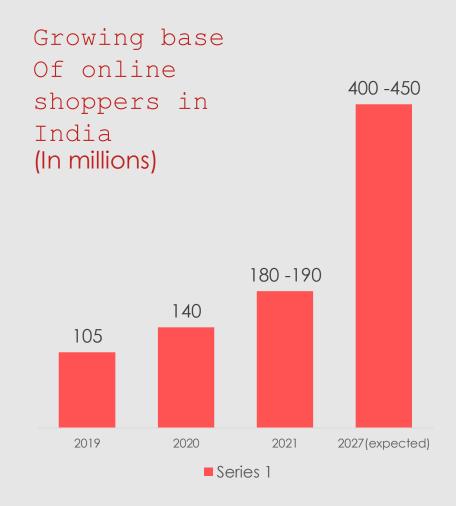
Total Sales Expected To Be Clocked By Kiranas (2030) \$150B

GMV Contribution Of Small-town Shoppers On E-commerce (2020-2030)



WHY now?







Competitive LANDSCAPE



















COMPETITIVE ADVANTAGE

- 01
- Brings Small Unorganized Vendors into the fold
- Simplified registration & Compensation plan for vendors
- Education on market trends and right product
- Faster pay-outs & low margins
- Increase Visibility of local produced brands across India
- Unique Value Proposition for Customers
 - Taps the under-penetrated market of Tier-2,3, & 4 Cities
 - Wholesale price at doorstep



A TEAM WITH EXTENSIVE industry experience



MAHAVIR MITTAL | FOUNDER

EXPERIENCE

First-generation entrepreneur with 5 decades of rich experience in retail & wholesale businesses. Founding brain behind the concept of sadar24 marketplace

EDUCATION

Graduate of Delhi University



SONAL GARG | CO-FOUNDER

EXPERIENCE

Experience in enrolling & collaborating with the vendors to continue to deliver value for money to the customers and increased sales for vendors, a Win-Win situation for all

EDUCATION

Graduate of Delhi University



NITIN GOEL | CO-FOUNDER

EXPERIENCE

Experience in looking for & devising innovative and sustainable ways to generate revenue & robust collection mechanism

Fully involved & responsible for in B2C Strategy.

EDUCATION

Graduate of Delhi University



ROHIT GUPTA | CTO

EXPERIENCE

20+ years of Enterprise Software experience Worked with Deloitte, Pfizer, Merrill Lynch (Bank of America), and Delta Airlines in Design & Development Team for high-end enterprise applications.

EDUCATION

Master in Computer Science from the Illinois Institute of Technology in Chicago USA



THANK YOU

