



Ruturaj Kohok

CEO of Nethority Technologies since last 9 years

- Heading Business Development & Online Marketing Teams for Nethority Clients in around 7 countries
- Achieved about 100% YOY growth for Nethority services and Built a team size of 30 people
- Handled more than 500 SEO campaigns and got them top rankings for important keywords



Nitin Nagar

CTO of Nethority Technologies since last 9 years

- Heading the Technology and Web Development teams for Nethority Clients in around 7 countries
- Executed more than 2000 Web Projects & Created many feature rich web applications for clients worldwide
- Post Graduate Advanced Software Technology from I2IT Pune



Abhimanyoo Kohok

Director

Consultant: Oil and Gas industry - London Actively helped an Oil and Gas company in london to list on Stock Exchange Entrepreneur & Investor - United Kingdom

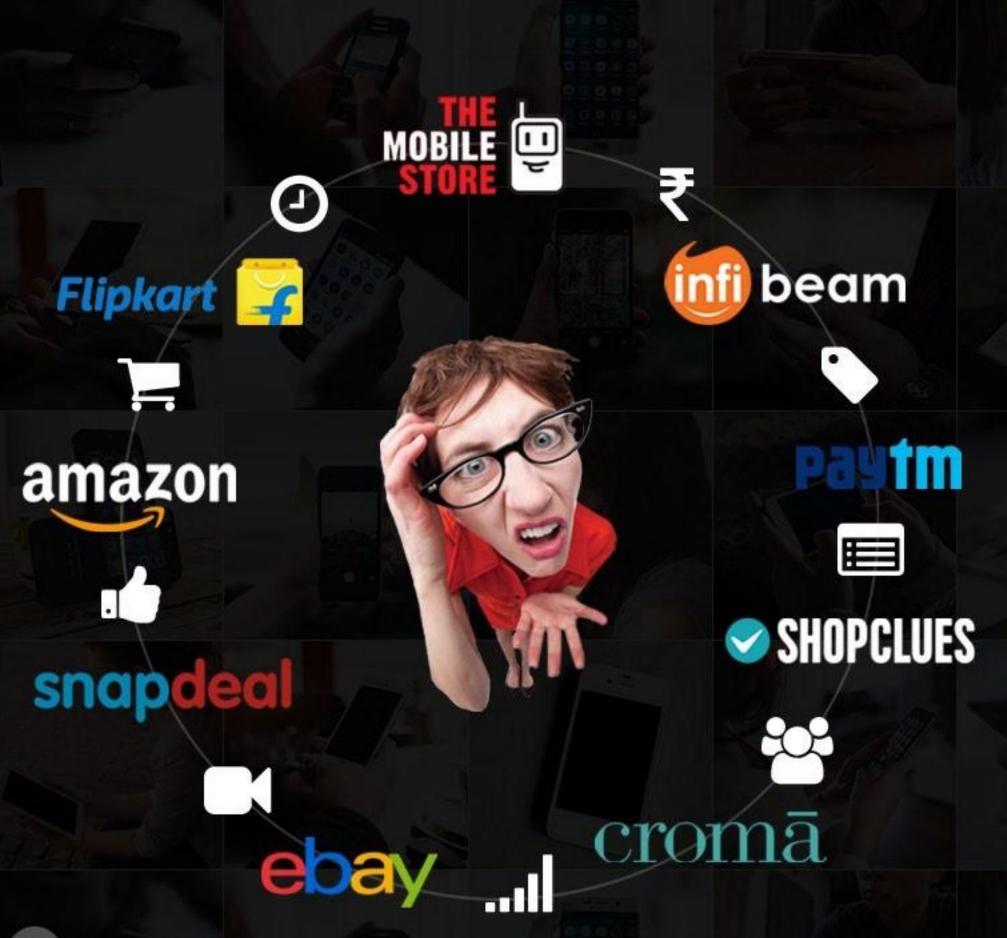


Team Mobikart

Picked up best people from nethority team from various skillsets to build mobikart.com



Difficulty In decision making, Too many options, Lot of time & money is wasted



Problem for users

- · Online / Offline price factor
- Buying- New / Used / Refurbished
- Selling- Used devices for cash / classifieds
- Service centers
- Compare
- Reviews and News
- Bill payments and recharge
- · Discussion forums
- Daily deals & coupons

Problem for companies

- · Reaching out to right target audience
- Costs of traditional marketing and advertising
- Online presence for offline local businesses



One Stop Destination

Helping users to take right decisions and save time and money

Online Product Discovery & Price Comparison

Insurance, Warranties, Security







Deals and Offers

Recharges, Bill payments, GSM and 4G Plans







Local Dealer Listings

News, Launches &
Video reviews





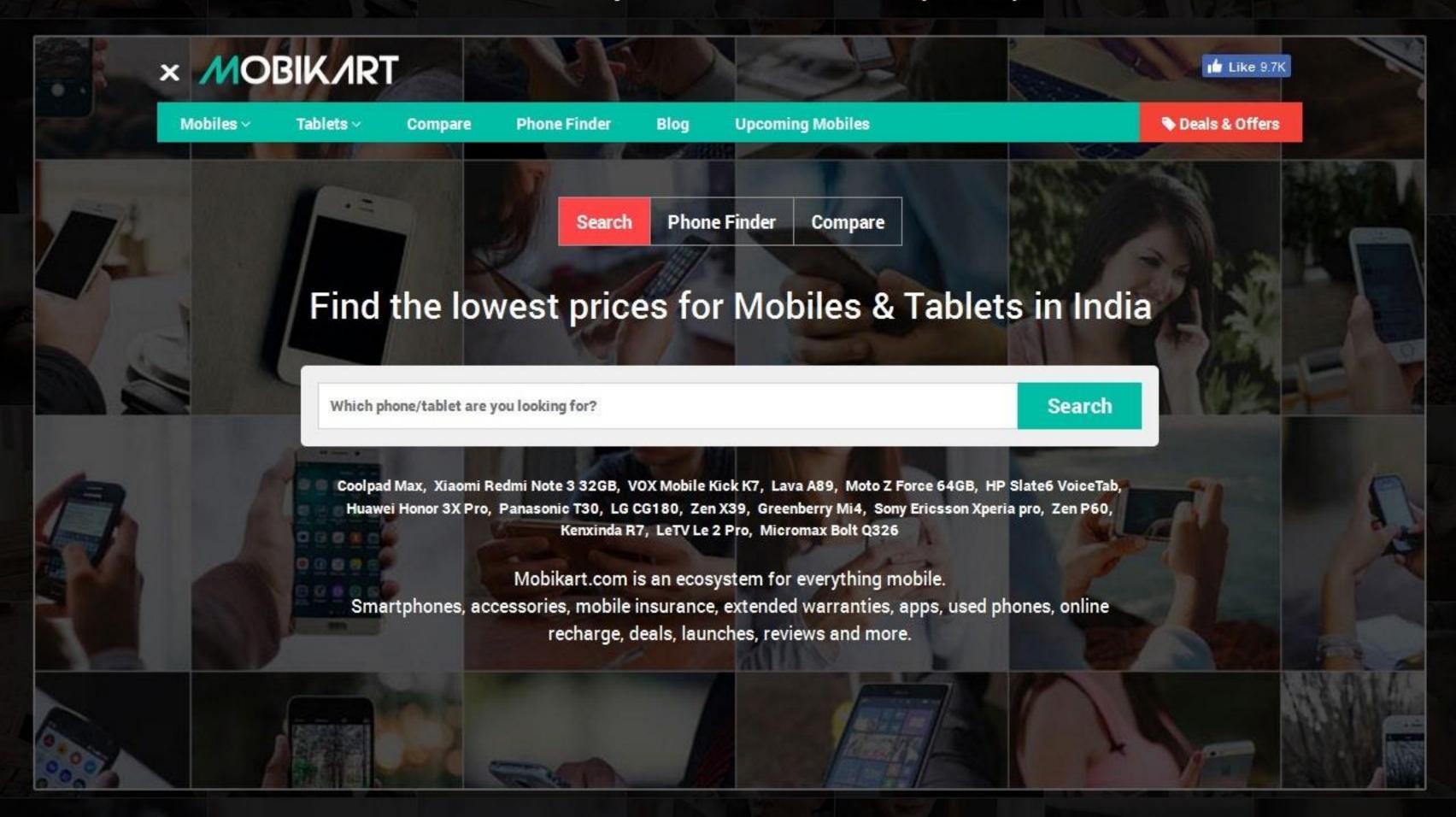


Used Mobile Marketplace

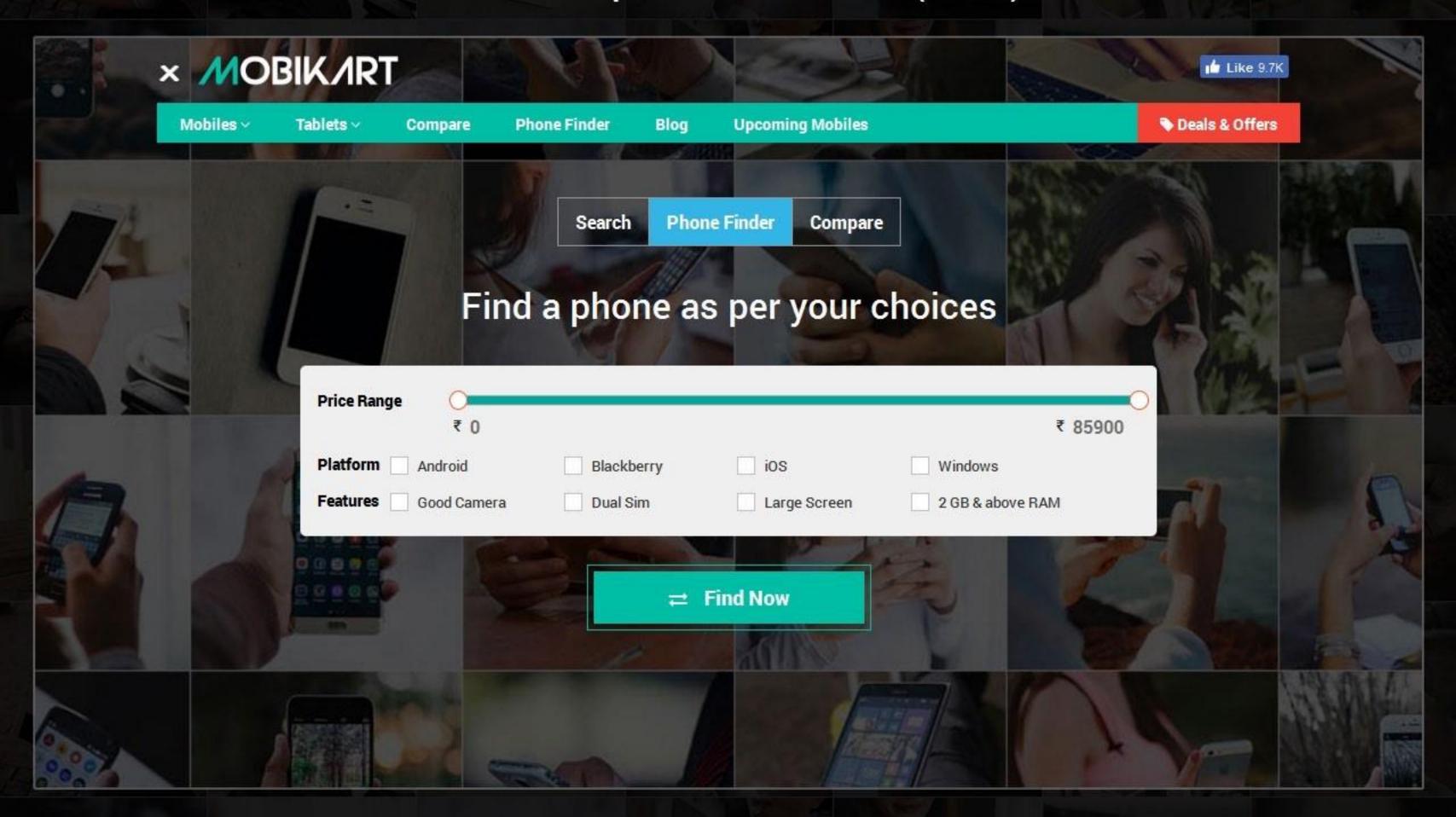
Discussion Forums & Q/A

For Mobiles, Tablets, Accessories and things around

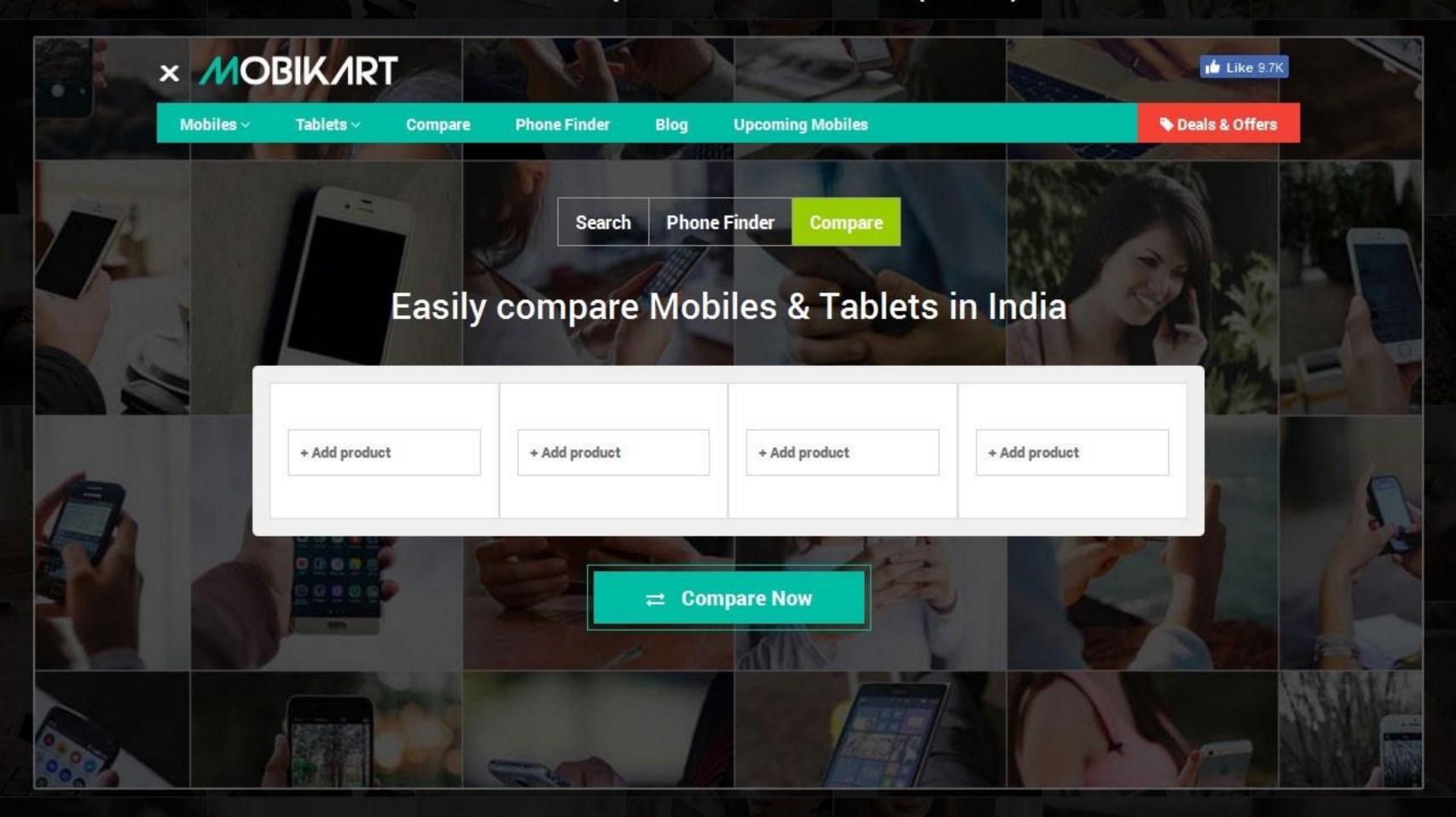




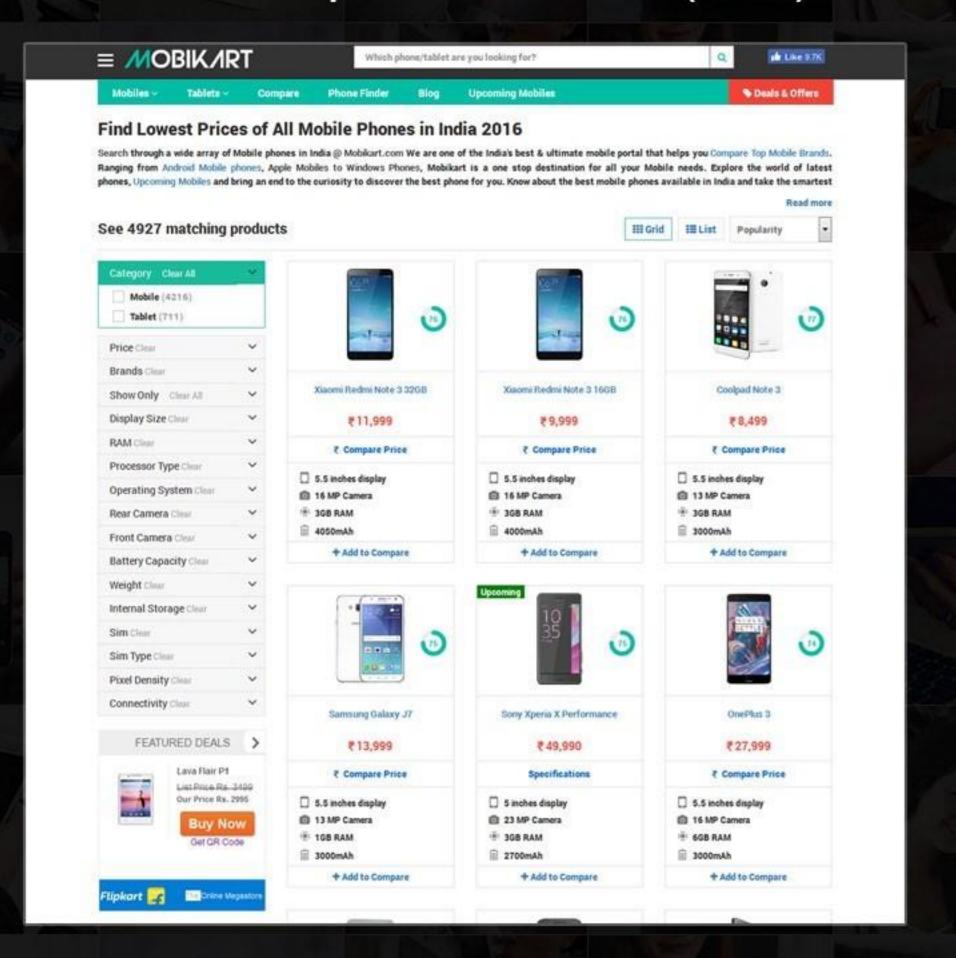




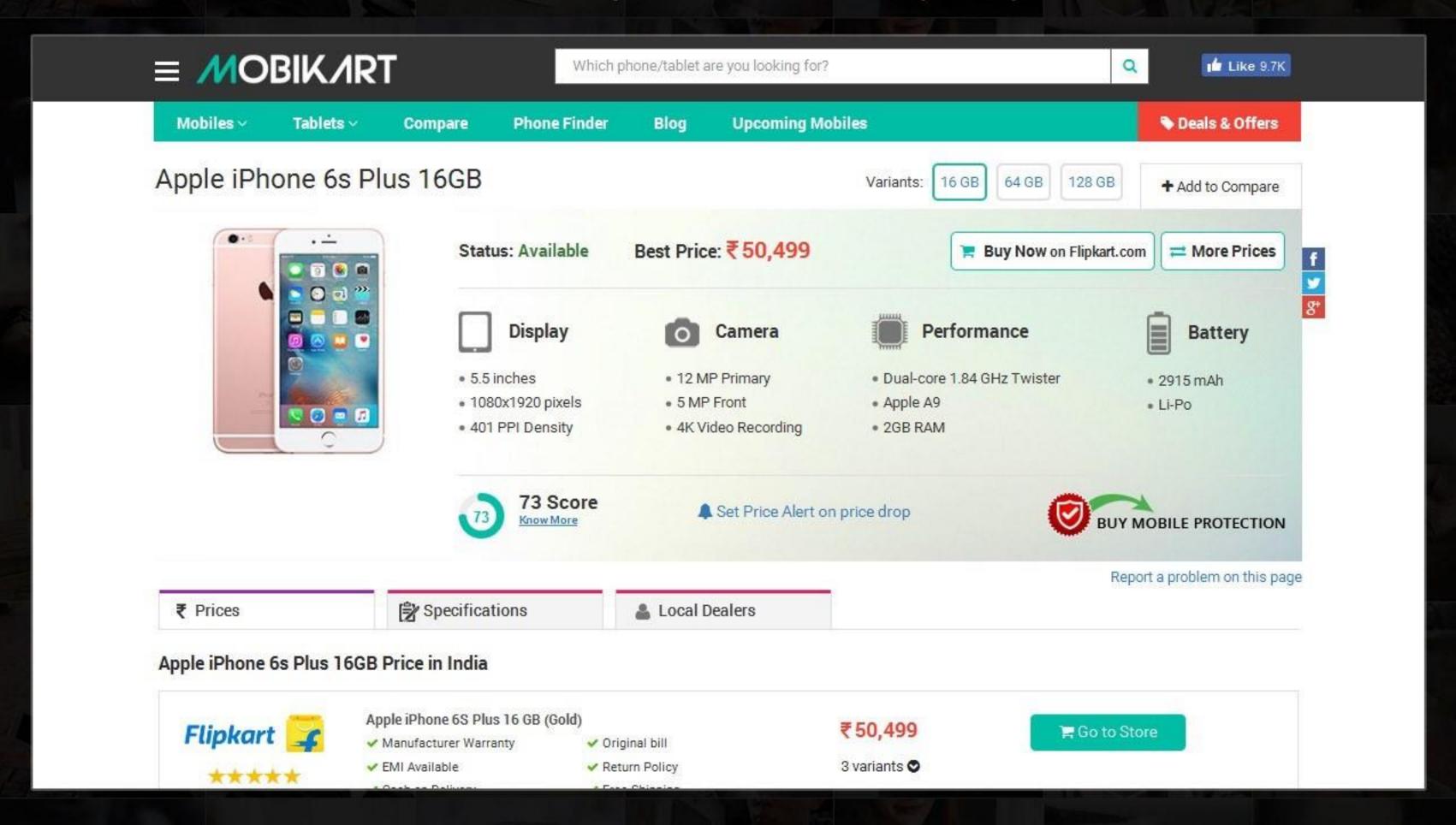




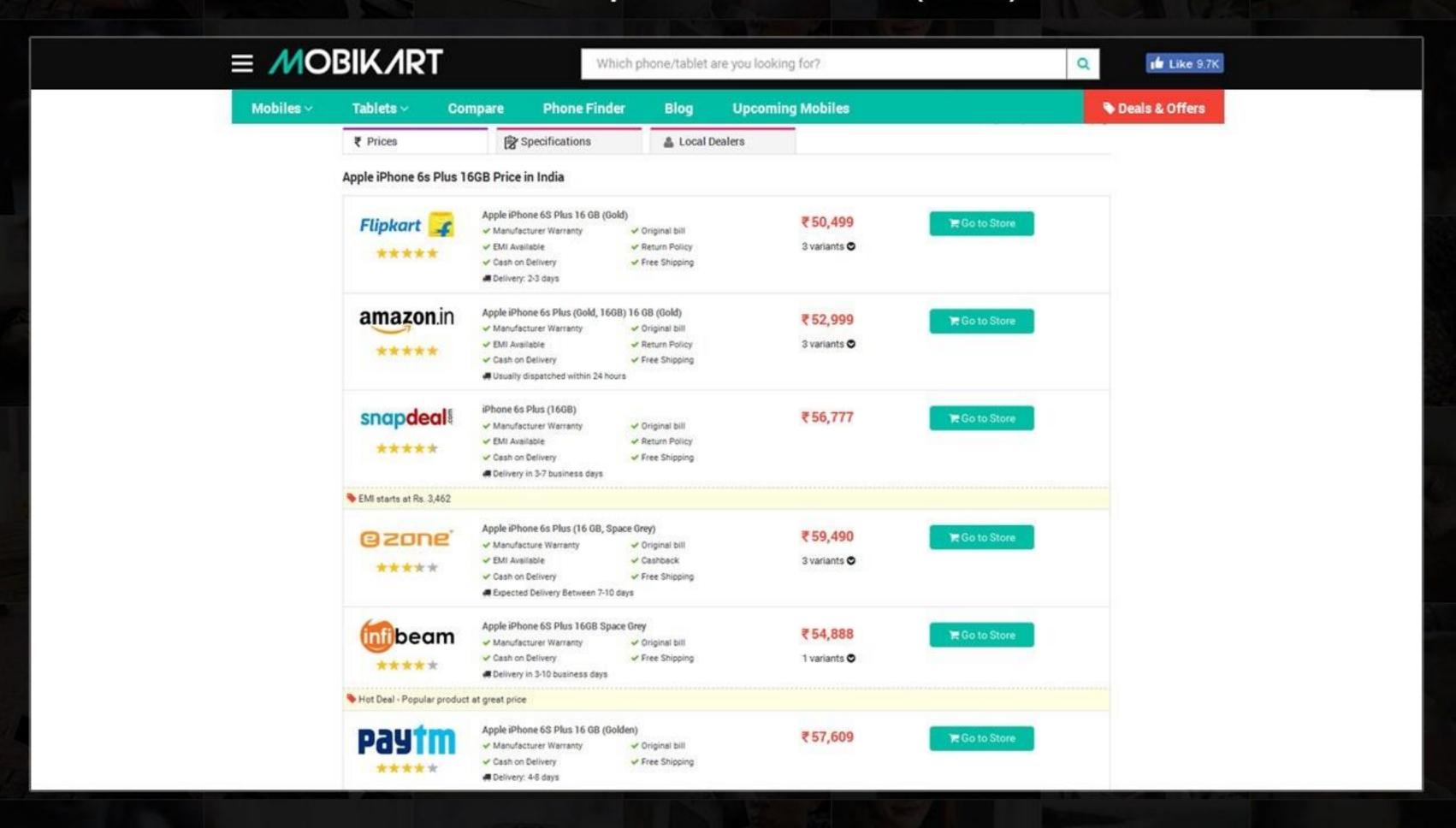




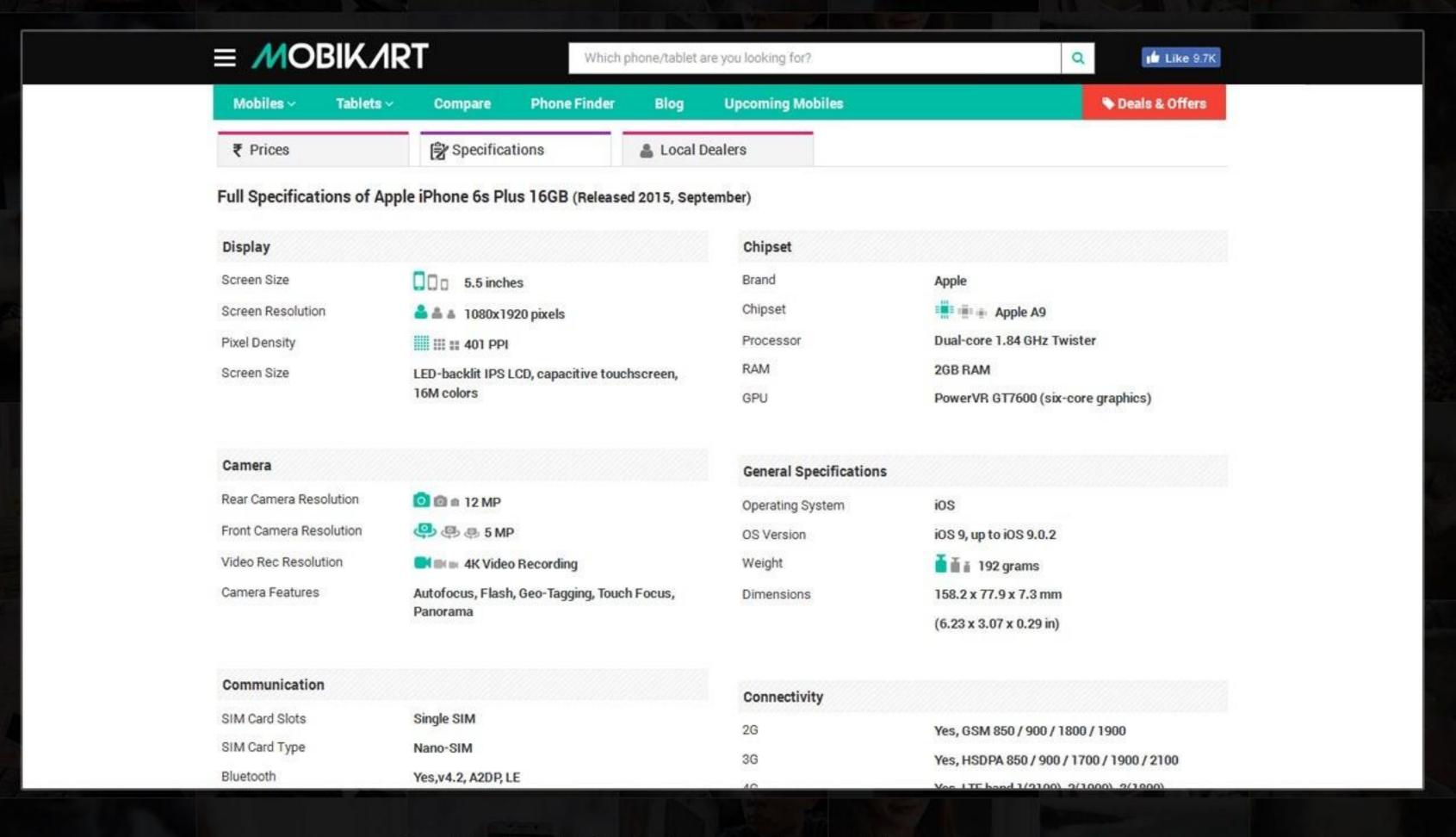




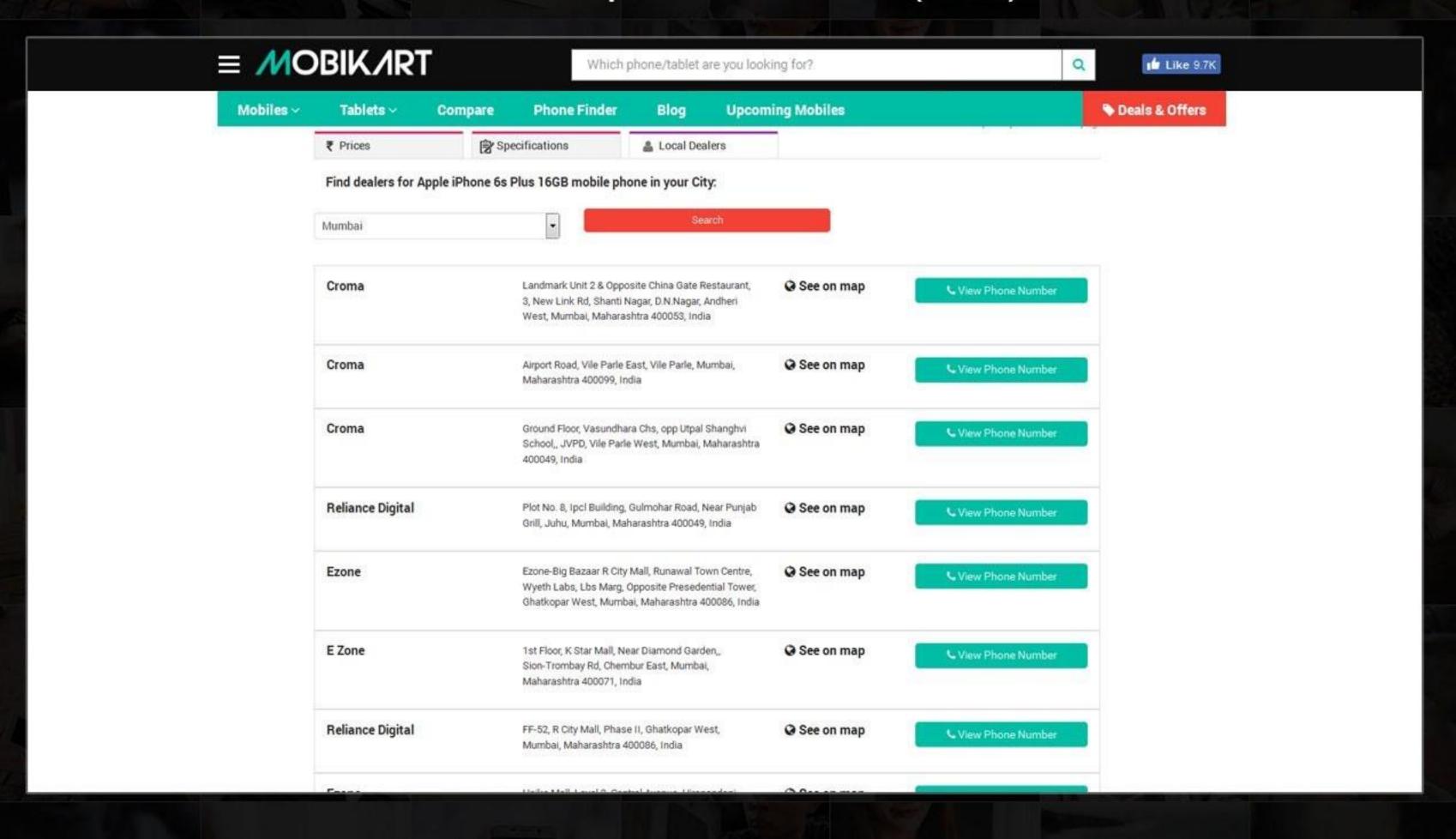




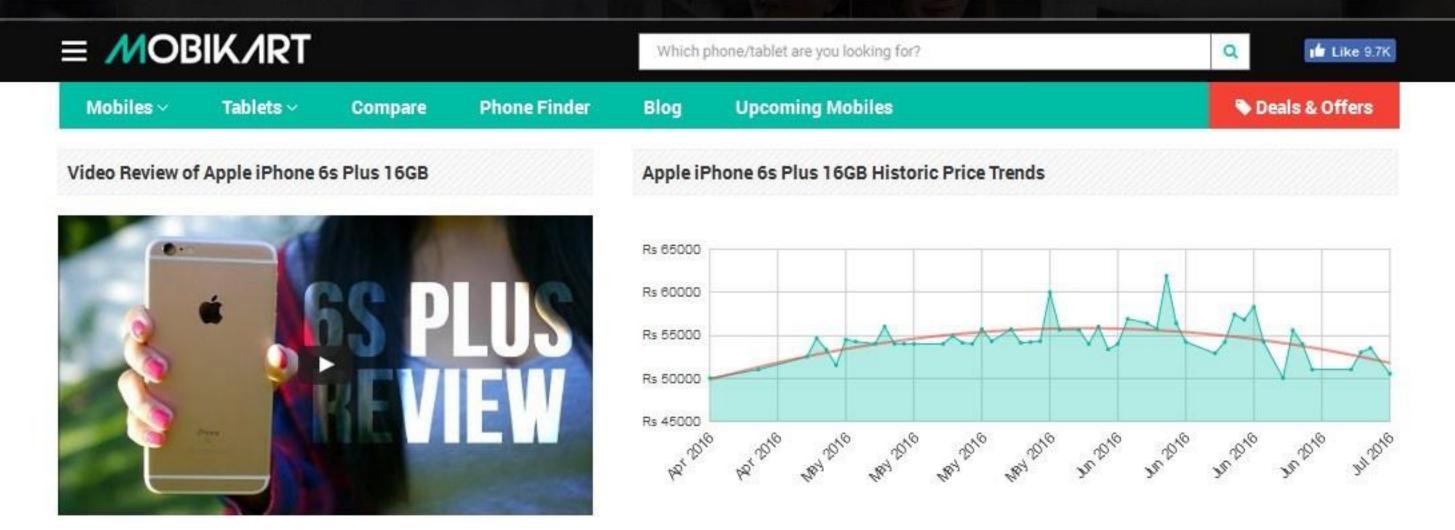








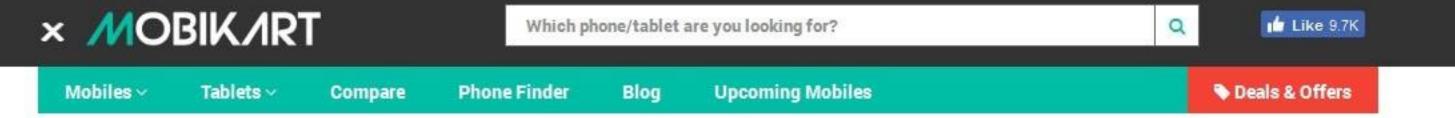




Apple iPhone 6s Plus 16GB Mobile Overview & Key Features

From Live Photos and 3D Touch to a powerful iSight camera and a 7000 series aluminum body, Apple's 16GB iPhone 6s Plus brings to you innovation at every touch. 3D Touch The iPhone 6s Plus features a 13.97 Retina HD display with 3D Touch. This feature senses how deeply you have pressed the display to let you choose between a light tap, a single press and a long press to trigger different types of controls. iSight Technology The powerful 12MP rear camera of this smartphone is engineered with the help of the iSight technology and captures detailed and sharp photos. Apart from photos, the rear camera also lets you shoot 4K videos that have up to four times the resolution of regular 1080p HD videos. The 5MP FaceTime HD camera at the front helps you take portrait-worthy selfies. This phone also brings to you the concept of Live Photos, a technology that captures moments just before and after your photo is clicked and then combines them together and sets them in motion with a click. Touch ID Security The Touch ID feature of this smartphone uses a fingerprint sensor to unlock your phone so that your files and app purchases are safe from unauthorized access. Processor, RAM and OS Powered by the 64-bit A9 chip processor and loaded with a 2GB RAM, this phone runs on iOS v9 to offer you rich graphics and fast performance for your apps and games. M9 Motion Coprocessor The M9 coprocessor of this phone is





Compare Mobiles Phones

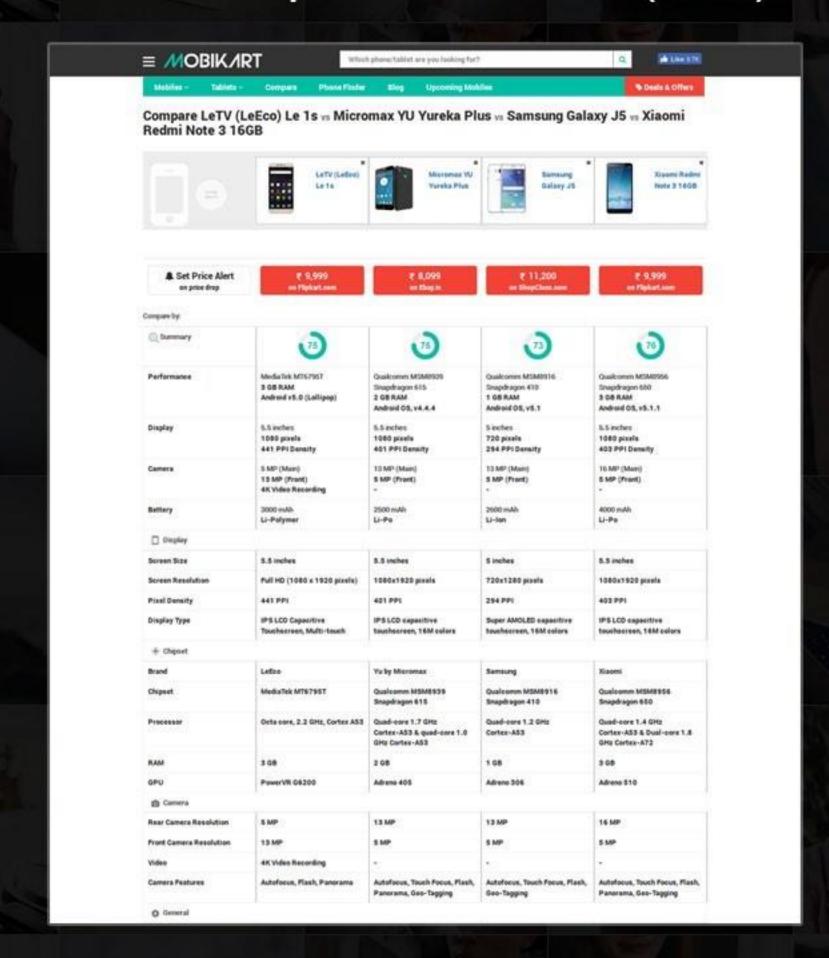
Compare the best mobiles, upcoming phones, latest smartphones on Mobikart.com. The site provides you the below tool to compare the features of all mobile phones in India. You can compare the Specification, Display, Camera, Connectivity, Communication, Battery, Video quality, Weight, Screen Size, Processor Speed, RAM, etc. & more. The tool allows you to compare the features of 4 mobiles at a time and the score is calculated based on above specifications. So find latest Smartphones - Weigh their specifications and prices to take the smart buying decision. - Which is Best? See it for yourself!



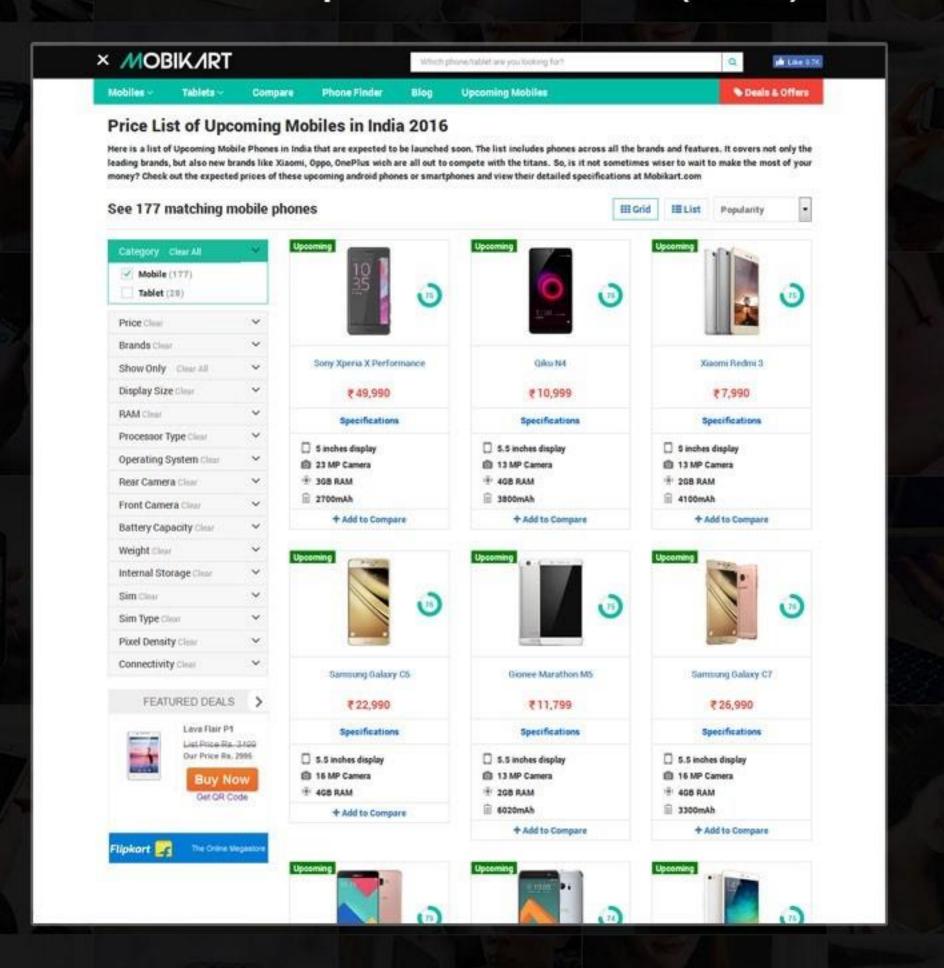
Recent Comparisons



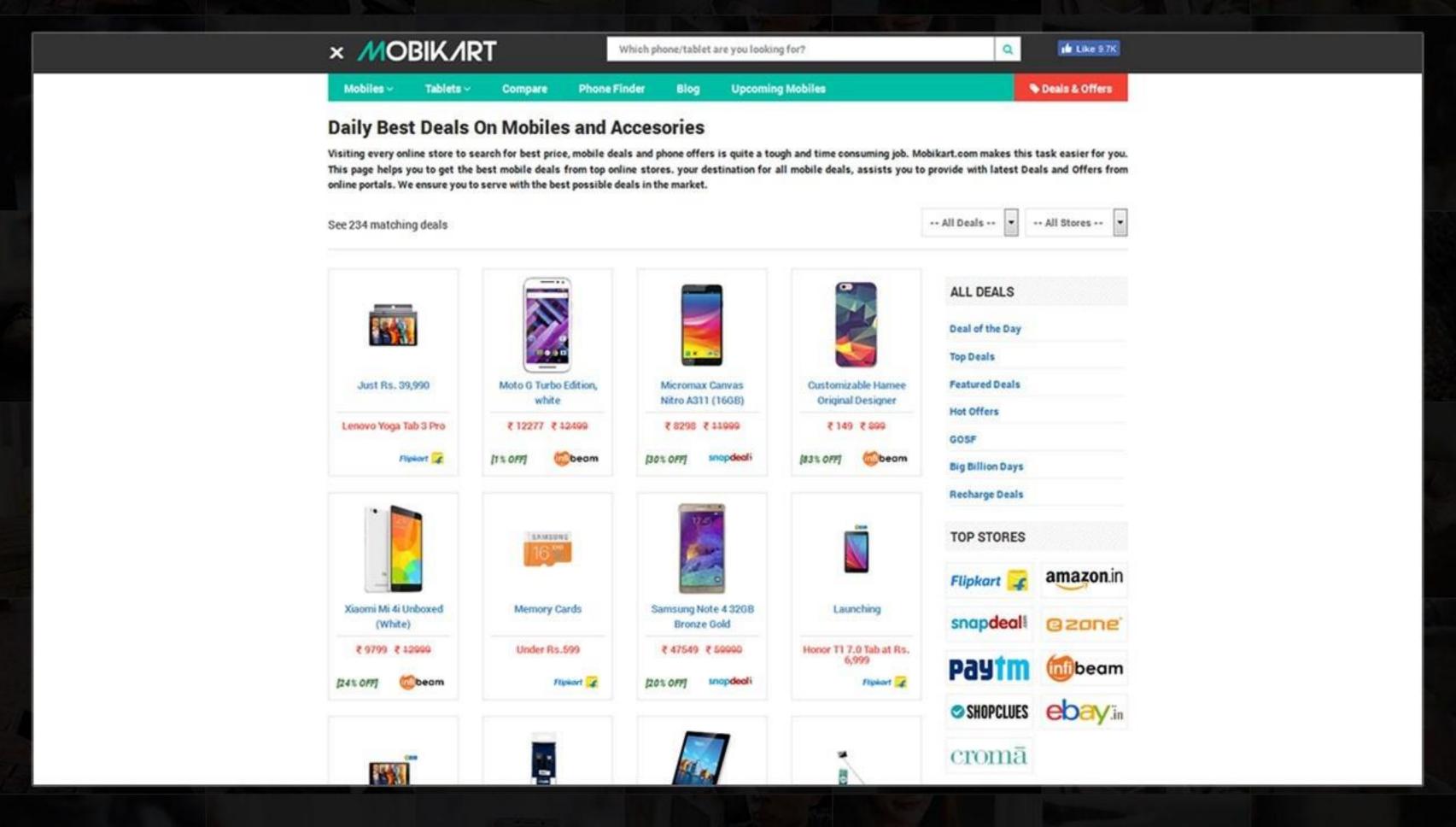




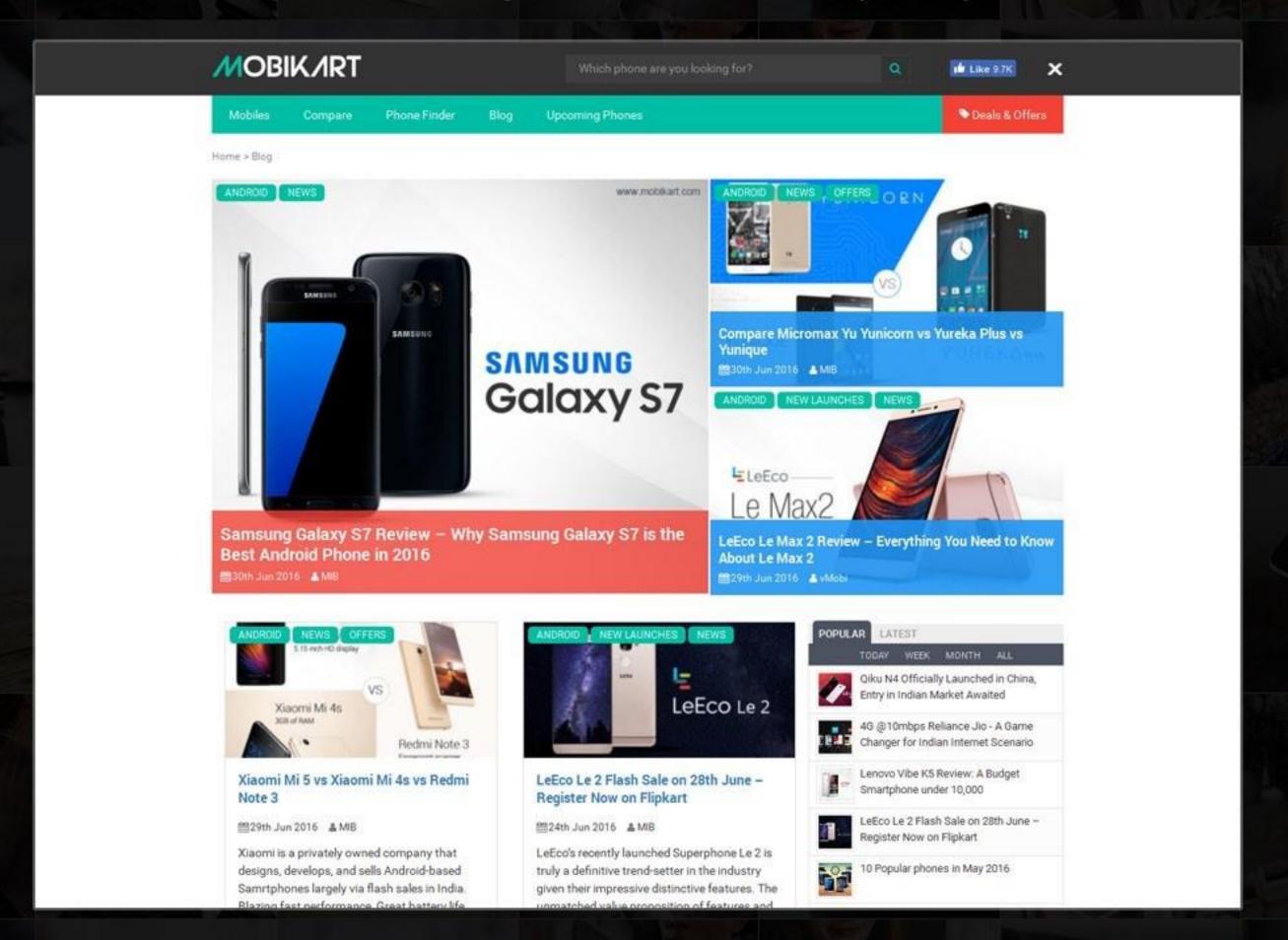












MOBIK/IRT

Revenue Model

- Online shopping Portals
- Affiliate Networks
- Mobile Brands upto 10% Commision



Advertising



- Google / Other Adverts
- Banner advertising
- Newsletter advertising
- Paid reviews
- News relevant for Brands
- GSM providers
- Insurance companies
- Antivirus companies
- Online & offline stores

- Brands, Online Portals
- Offline dealers
- Mobile GSM / and internet providers
- Warranty & Security product companies



Generation

Listings

- Local businesses
- Featured classifieds
- Other local online stores
- Yearly and monthly listings

Free For Visitors



- Total handsets Shipped in India 2015 23.9 cr Total Smartphones out of them - 10 cr Average price of smartphone - 10000 30% Sales thru online stores Affiliates fees average 2 - 3 % Market Size 600 cr
- Accesories market online 6000 cr
- Online Recharge market in 2014 was 5000 cr
- Local Dealer listing for 50 stores at 5k per year is Inr 250000 per city per year
- Above this we have advertising, lead generation and classified listings



in world up from 6 million



- Beta Launch date -
- Total Products added june 2016 -
- June Traffic page views
- Alexa rank in india and
- Affiliate sales Orders
- Sales Revenue Lacs
- Traffic sent revenue size cr
- Facebook likes





An amazon.com company







Is this your

Site Overview

Site Comparisons

Sites Linking in

Site Keywords A



Need an API?

Get direct access to traffic data, related links and more with Alexa's Web Information Service. Learn More

How popular is mobikart.com?

Alexa Traffic Ranks

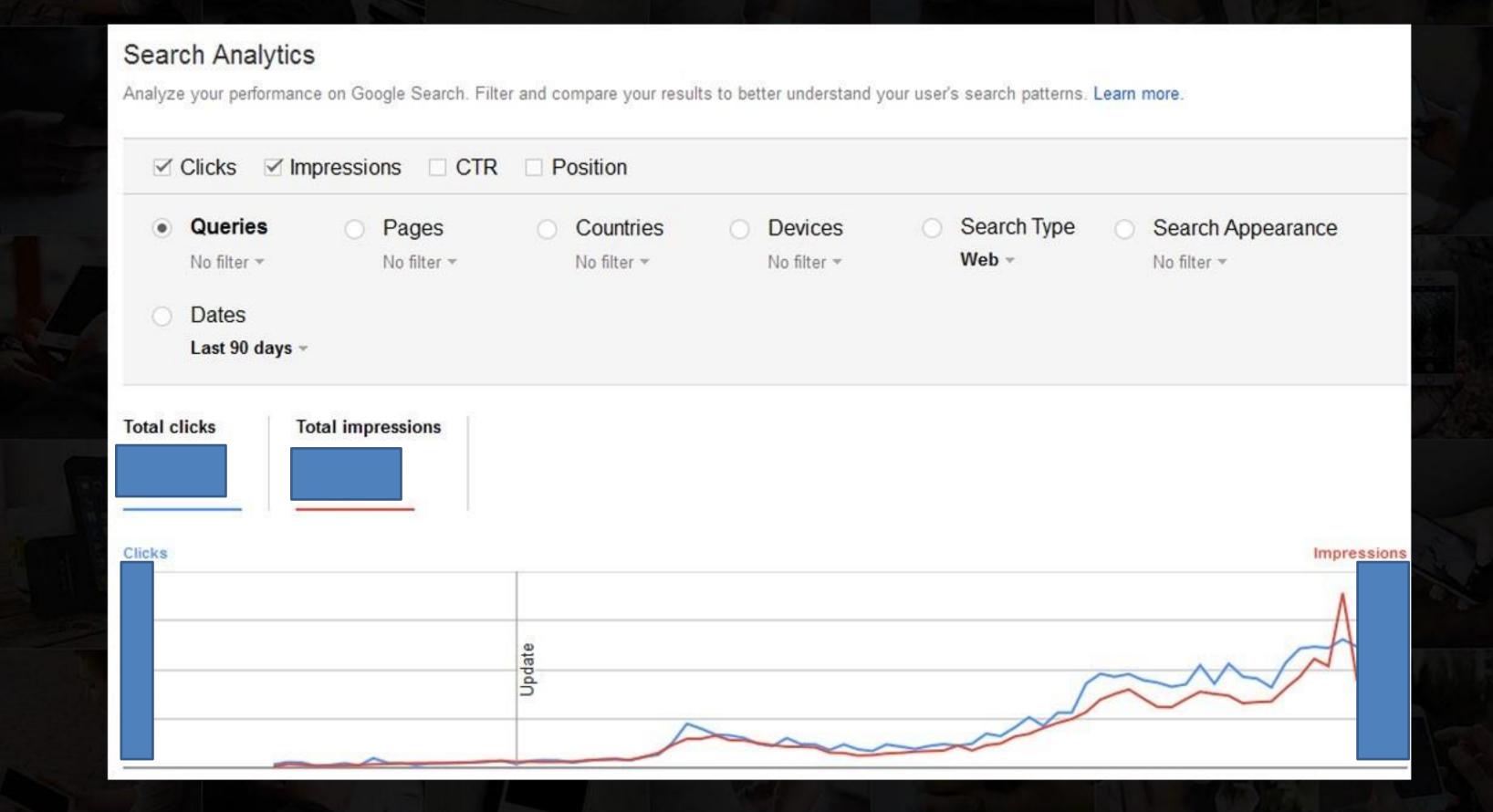
How is this site ranked relative to other sites?



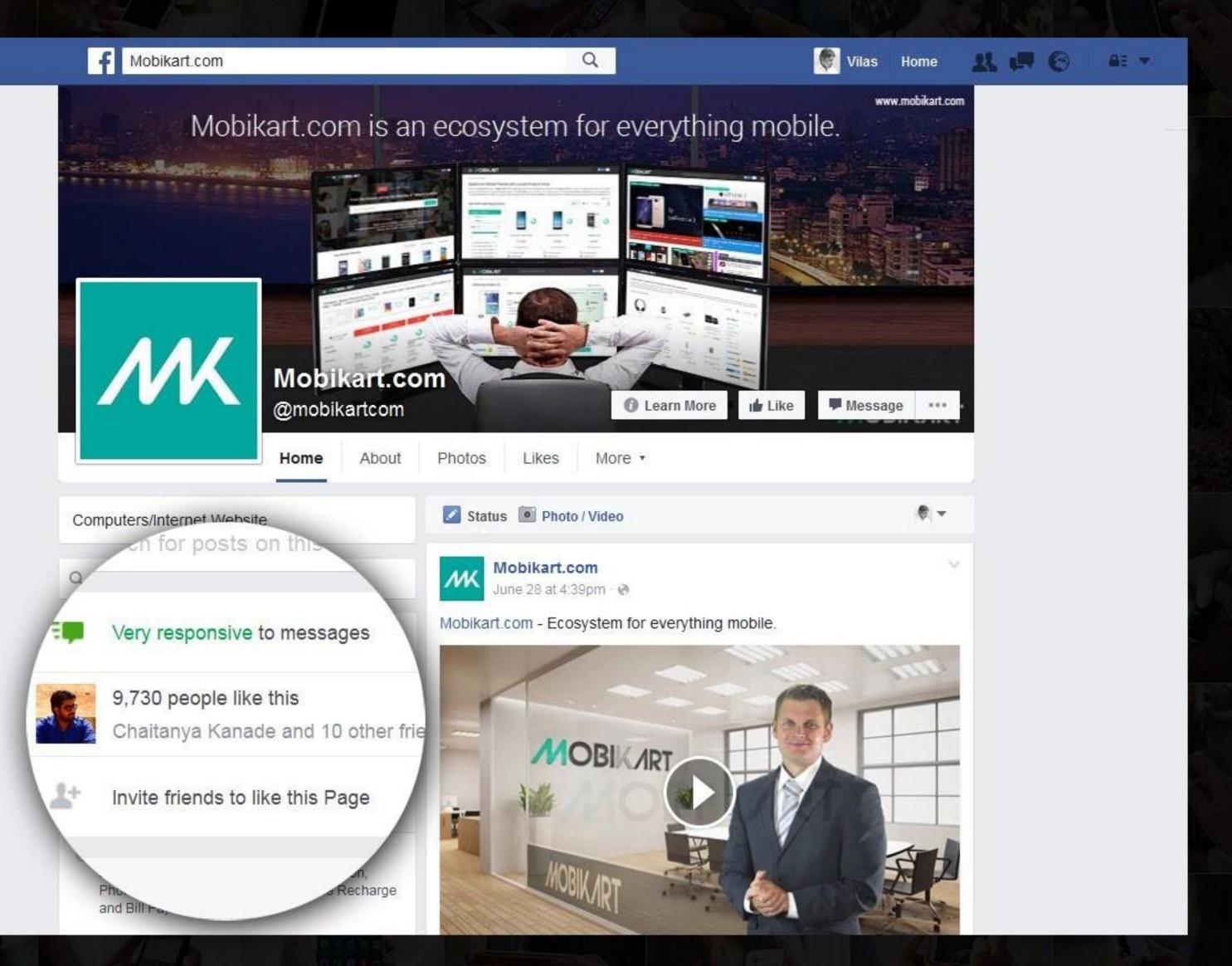


Rank in India ?

Traction & Validation/Roadmap



Traction & Validation/Roadmap





Target- 500000 visitors by Nov 2016



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SEO

Organic Traffic through top search engines like google, bing and yahoo

Newsletters

Daily, Weekly & Monthly Newsletters to our subscribers

Social Media

Active participation on Facebook, Twitter & other social channels

Paid Advertising

Paid advertising online & by offiline channels

CAC (Paid) 8 Rs CAC (Organic) Less than 1 Rs

What's Different?

- One Stop Destination for a Niche Market
- Live Price Fetching and Huge data aggregation
- Focus on user experience and value addition
- Years of R&D
- Relevant SEO and Development Expertise
- Staying updated with latest technology







