



LAUNCHPAD PITCH

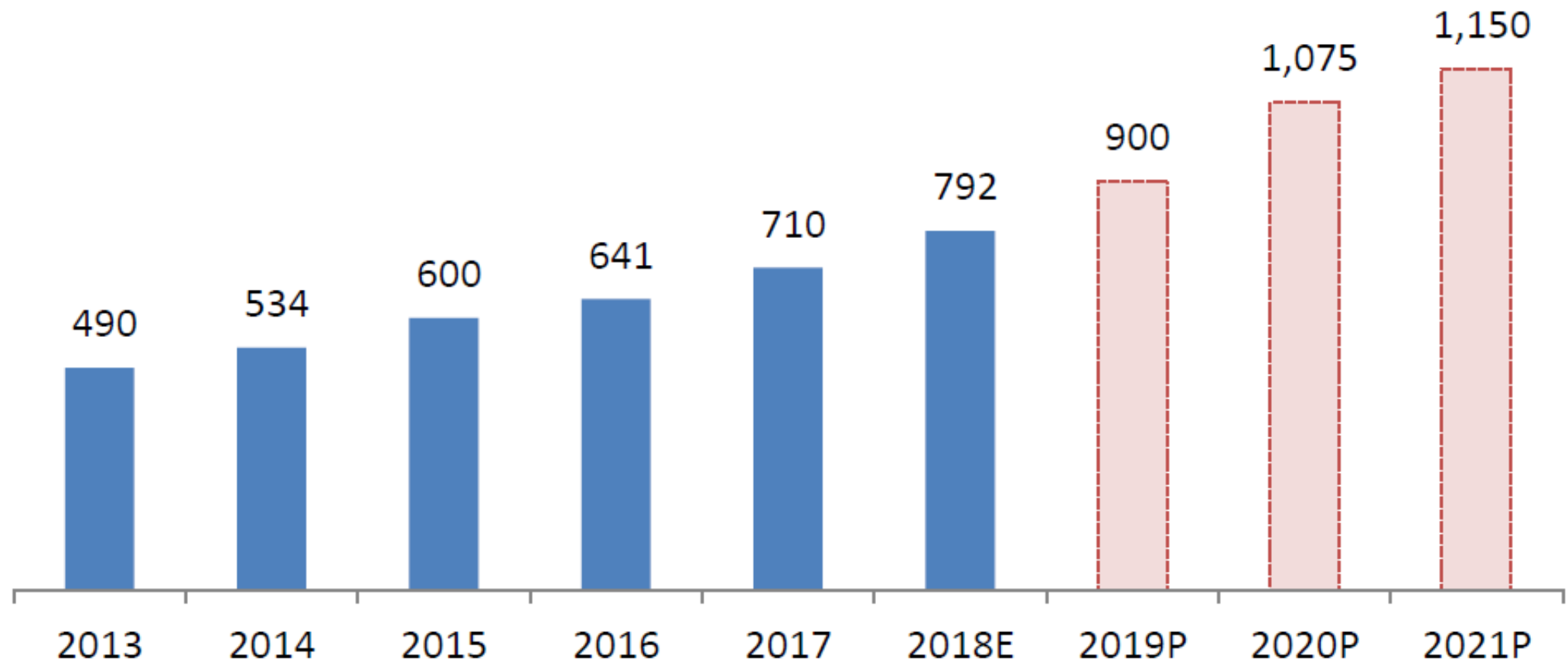
MANISH DODANI

About Me



- Creative Director (Copy & Strategy)
- Bachelors in Mass Media
- Digital Marketing from IIDE

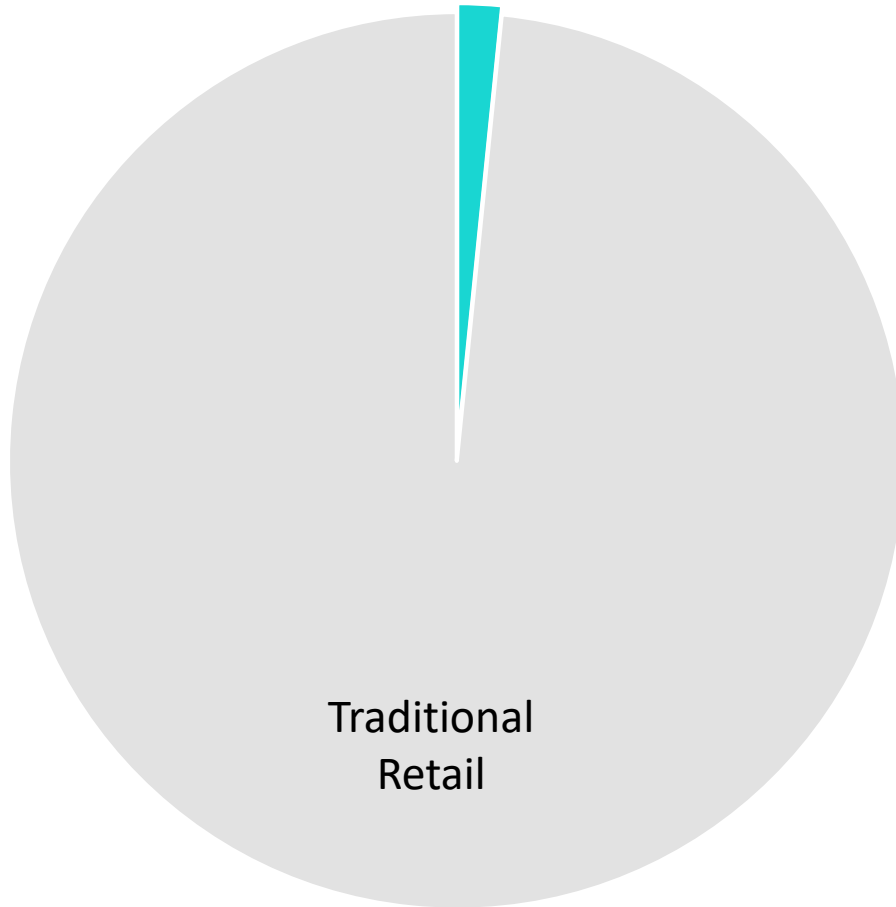
Chart 2: Market size of Retail Industry (USD Bn)



Note: E – Estimated, P – Projected

Source: IMAGES, IBEF, CARE Ratings

Total Retail Market in India



Traditional Retail - 98.4 %



Online Retail - 1.6 %
(Growing @31%)

Problem Statement



- Need of the hour is for traditional retail to leverage technology to stay in the fight
- It's time for Physical Retail to 'Get Phygital' & provide customers with a better shopping experience

Millennial Shopper's Mindset



Sales, offers, discounts

(80% YOY & 2-5x regular daily business)



Touch & feel Shopping



Intrusive Advertising

(81% find ads intrusive. Ad block phenomenon)

The Solution

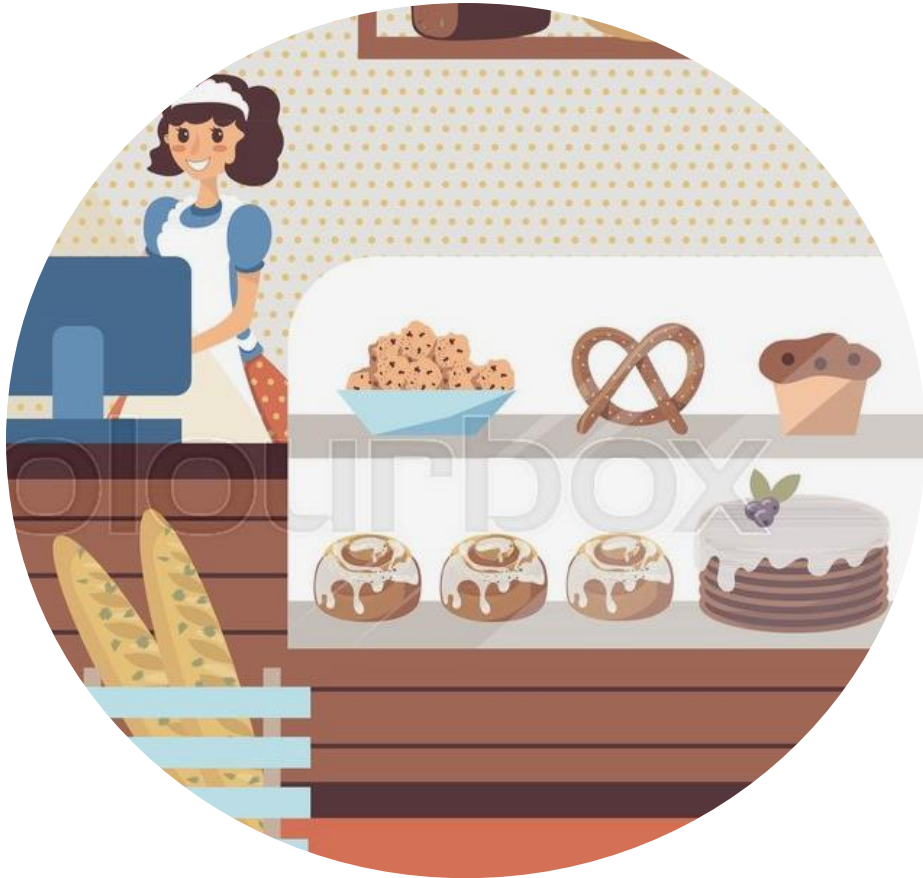


FLASH TAG

The best deals Near & Now!

- Allows shop/ franchise owners to run **hyper localized, real time, Flash-deal Campaigns**
- Offers opt-in shoppers the best localized flash-deals on **eating out, lifestyle experiences & shopping**

Improve Stock Churn

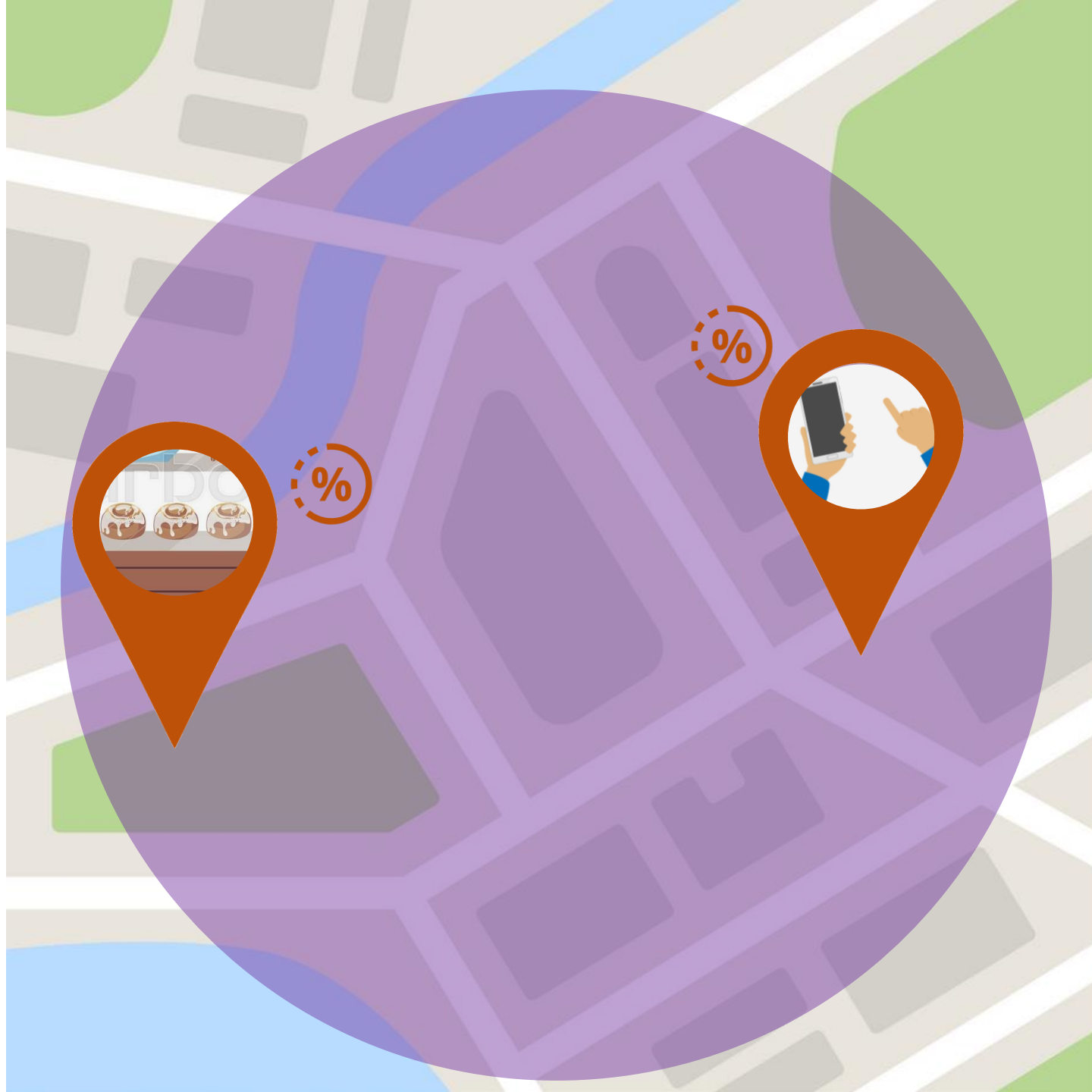


CASE 1 – Local pastry shop

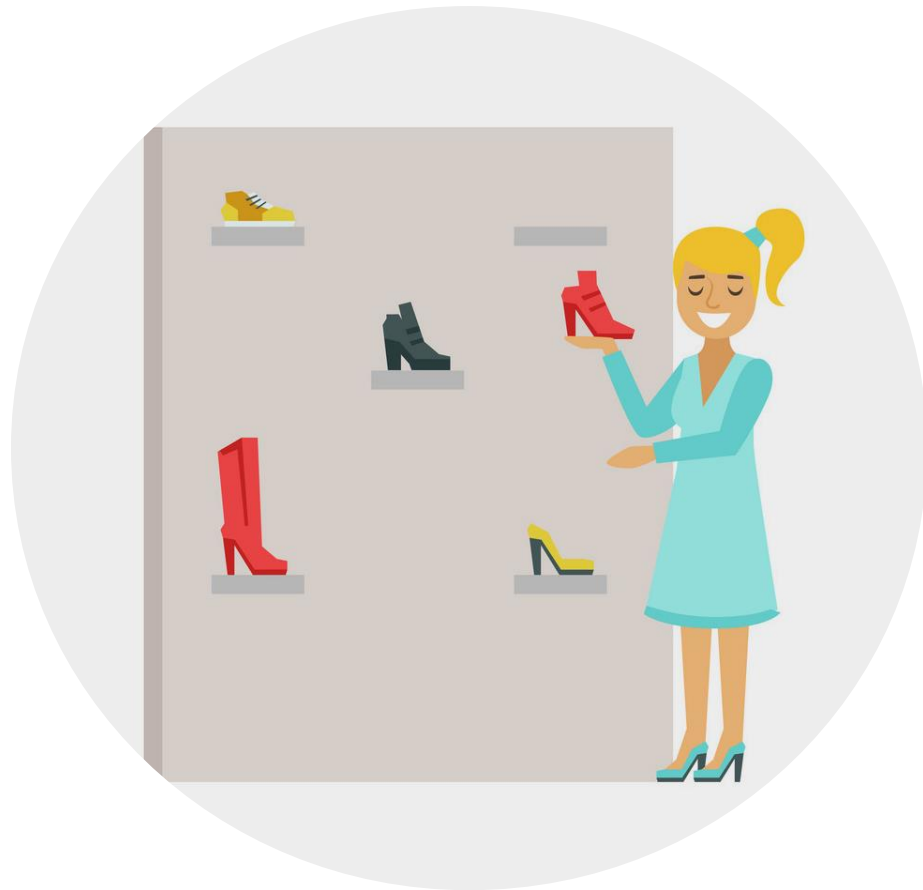
- Unpredictable daily sale
- Perishable inventory produced daily
- Wait for walk-ins
- Loss due to wastage



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Manage Lean Sale Periods

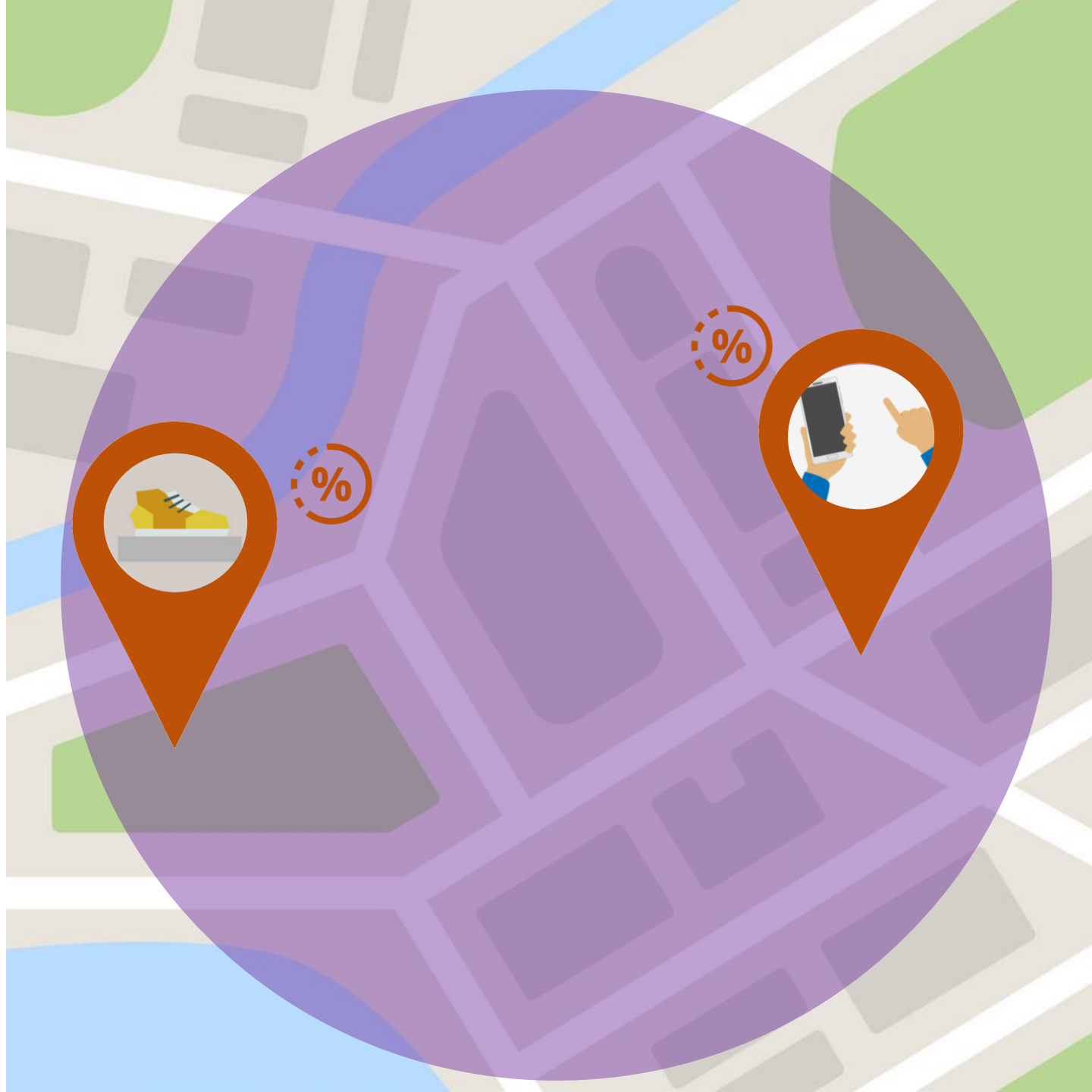


CASE 2 – Neighborhood footwear store

- Wait for weekend walk-ins
- Fixed monthly overheads
- Unpredictable monthly sale
- Unmet sales targets result in losses



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Benefits for Shop Owner



- **Real-time** control on marketing efforts
- **Better responsiveness** to opportunities

Benefits for Customer



- Self scrolled, **non-intrusive** deals & offers
- Local **touch and feel** shopping experience

Business Opportunity

- Scalable solution
- High Value & High-growth sector

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Indians just love to shop on e-comm sale days, even with lower discounts

According to experts, sales are increasing even though discounts are declining because of the belief that shopping online is the cheapest.

Writankar Mukherjee & Ratna Bhushan | ETtech | July 18, 2019, 07:45 IST

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At Amazon's Prime Day sale and [Flipkart's](#) Big Shopping Days this week – the first major online promotional events held since foreign investment rules for ecommerce were tightened in February – the average discounts had halved to 5-10% from 10-20% last year, industry executives said.

Still, sales increased by up to **80% from a year earlier and were two to five times the level of regular daily business**, three executives said. The boom was across product categories – smartphones, [consumer electronics](#), fashion and FMCG, they said.

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'Indians' touch-and-feel attitude impacts online sales'



Annapurna Singh, DHNS, New Delhi, DEC 16 2019, 23:57PM IST | UPDATED: DEC 17 2019, 07:49AM IST



South Asia, including India, has not realised its e-commerce potential, according to a World Bank report. (Photo by AFP)

Indian consumers look for information online but purchase goods offline because they need to “touch and feel” the product or they have security concerns, a World Bank report on e-commerce in South Asia said on Monday.

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LIC

Expand Ad

Redesigning advertising strategies for digital

Published: August 16, 2019 12:12:01 AM

In digital advertising today, innovation is the name of the game. The idea is to create customer-centric campaigns that leverage reach, hold attention and help in conversion.



Digital Marketing

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GREAT INDIAN SALE
19th - 22nd JAN

₹5,789
₹2,998*

Shop Now

*T&C Apply.

FINANCIAL EXPRESS
Biz News & Updates

81% Indians find digital ads intrusive

resulting in the rise of the ad block phenomenon

(11% of global viewers now use an ad blocker in some shape or form).

The solution is not just to make better ads, but create a consumer journey that is contextually targeted, purposeful and cost effective at the same time.